Video

2021 ULI Europe Awards for Excellence Ceremony

Date: July 08, 2021

00:00:05 --> 00:00:07: Welcome, my name is
00:00:07 --> 00:00:11: Louisa Baldini. I'm a former BBC News correspondent and a
00:00:11 --> 00:00:14: co-founder of Composure Media.
00:00:14 --> 00:00:17: I am honored to be the host of the 2021
00:00:18 --> 00:00:24: ULI Europe Awards for excellence ceremony for this year's ceremony.
00:00:24 --> 00:00:27: We are once again meeting online,
00:00:27 --> 00:00:30: but this will be a great.
00:00:30 --> 00:00:36: Opportunity to celebrate together the fantastic projects submitted in the
00:00:36 --> 00:00:38: most challenging of years.
00:00:38 --> 00:00:42: Now to tell you a little background to today's ceremony,
00:00:42 --> 00:00:47: ULI has been running the global Awards for Excellence program
00:00:47 --> 00:00:51: since 1979 to recognize truly superior development efforts in the
00:00:51 --> 00:00:52: private,
00:00:52 --> 00:00:56: public, and nonprofit sectors. But this is just the second
00:00:56 --> 00:01:00: year that the program is being run in Europe,
00:01:00 --> 00:01:05: and they want to recognize projects that truly demonstrate the
00:01:05 --> 00:01:08: best land use practice from across the EMEA.
00:01:08 --> 00:01:10: Region today we
00:01:10 --> 00:01:11: will be
00:01:11 --> 00:01:15: announcing the five winners and two special mentions of the
00:01:15 --> 00:01:16: 2021 awards.
00:01:16 --> 00:01:21: They've been selected by a strictly independent jury through a
00:01:21 --> 00:01:22: rigorous process,
00:01:23 --> 00:01:27: and we'll be hearing from all the winners about their
00:01:27 --> 00:01:28: successful projects.

00:01:28 --> 00:01:33: But first, the finalists. The ten finalists chosen by
00:01:33 --> 00:01:36: this year's jury in alphabetical order were.
00:01:41 --> 00:01:47: Edge Grand Central Berlin. And it's the garden.
00:01:47 --> 00:01:49: And and it's the park.
00:01:49 --> 00:01:57: Gar Malley team. Granary Island phase one.
00:01:57 --> 00:02:07: Harrow square. Alex factory. Perez support Plaza.
00:02:09 --> 00:02:14: Prom free large renovation. Windmill green.
00:02:16 --> 00:02:20: And Wokingham town centre regeneration.
00:02:22 --> 00:02:25: And now I'm delighted to announce
00:02:25 --> 00:02:28: the chairman of the awards jury.
00:02:28 --> 00:02:32: Giancarlo Scotti, who is chairman of GCS and Partners,
00:02:32 --> 00:02:37: global governing trustee or view Ally and a former chair
00:02:37 --> 00:02:42: of ULI Italy Juncadella is kindly chaired the jury for
00:02:42 --> 00:02:43: this a second year.
00:02:43 --> 00:02:47: A jury made up of senior ULI members,
00:02:47 --> 00:02:51: fully independent and diverse in terms of profession,
00:02:51 --> 00:02:54: geography and gender. Juncadella over to you.
00:02:56 --> 00:02:59: Thank you Louisa, as chairman of the jury.
00:02:59 --> 00:03:04: I'm delighted to welcome everyone today to the ceremony of
00:03:04 --> 00:03:08: the ULR Europe Awards for Excellence 2021.
00:03:08 --> 00:03:14: These awards recognize the full development process of a project
00:03:14 --> 00:03:15: planning design,
00:03:15 --> 00:03:21: construction, economic viability management, and community impact.
00:03:21 --> 00:03:23: In selecting this year winners,
00:03:23 --> 00:03:28: the jury evaluated each project based upon their market acceptance
00:03:28 --> 00:03:30: and financial success.
00:03:30 --> 00:03:34: There's standards of excellence in all areas.
00:03:34 --> 00:03:38: They're relevant to the needs of the community.
00:03:38 --> 00:03:41: The impact in their communities.
00:03:41 --> 00:03:46: Their environmental sustainability and their replik ability to find our
00:03:46 --> 00:03:46: winners.
00:03:46 --> 00:03:50: The jury met with the difficult task to select the
00:03:50 --> 00:03:55: finalist out of the total number of 33 project submissions.
00:03:56 --> 00:04:00: Each project that was chosen as a finalist was then
00:04:00 --> 00:04:05: visited remotely on a virtual tour by the jurors with
00:04:05 --> 00:04:09: an old met again to select the five winners and
00:04:09 --> 00:04:14: two special mentions. I had the pleasure to work with
00:04:14 --> 00:04:18: a really great group of jurors this year,
00:04:18 --> 00:04:20: whom I would like to thank.

00:04:20 --> 00:04:24: Warmly, Clarissa Al Franken, director of Business Development Europe at

00:04:24 --> 00:04:25: Amazon.

00:04:25 --> 00:04:30: Young Theodore Karagiannis, executive chairman of carriage owners group.

00:04:30 --> 00:04:33: Seagate Duhamel Global CIO of band PayPal.

00:04:33 --> 00:04:39: eBay Lean and CEO of Ben Paper Rebar in France.

00:04:39 --> 00:04:40: Manfred Gootenberg, member

00:04:40 --> 00:04:42: of the board of Wolfsburg,

00:04:42 --> 00:04:45: are gay. Sophie

00:04:45 --> 00:04:49: Handy Prize principle of studios architecture.

00:04:49 --> 00:04:55: Caroleena kind CEO of upper property.

00:04:55 --> 00:05:01: Tinker Kline, senior director of private real estate at PGGM.

00:05:01 --> 00:05:06: Venison muscara, head of research and strategy at a Roper

00:05:06 --> 00:05:08: capital and Peter.

00:05:08 --> 00:05:13: And then he'll tinley development at E tech energy.

00:05:13 --> 00:05:15: In addition to the winners,

00:05:15 --> 00:05:20: we have also selected 2 special mentions which were awarded

00:05:20 --> 00:05:25: to those projects that demonstrated excellence in specific areas of

00:05:25 --> 00:05:28: great importance for the ULI and its members.

00:05:28 --> 00:05:33: Our first special mention for re Purposing's goes to.

00:05:37 --> 00:05:40: Derails Fort Plaza in Athens.

00:05:40 --> 00:05:43: Greece and the developer and owner,

00:05:43 --> 00:05:48: Diamond and three STD's. Derails Port Plaza is an interesting

00:05:48 --> 00:05:54: example of a former industrial property repurposing into modern commercial

00:05:54 --> 00:05:55: workplace.

00:05:57 --> 00:06:02: Respecting the original architecture, the derelict and polluted buildings were

00:06:02 --> 00:06:06: transformed into sustainable and technology oriented office space.

00:06:09 --> 00:06:11: With this first redevelopment in place,

00:06:11 --> 00:06:15: an example has been set for more project to transform

00:06:15 --> 00:06:18: the previous port area and form new communities in a

00:06:18 --> 00:06:20: previously abandoned part of the city.

00:06:22 --> 00:06:23: I

00:06:23 --> 00:06:25: would like to thank you on behalf of demand and

00:06:25 --> 00:06:28: the whole team who was involved in the design and

00:06:28 --> 00:06:29: construction of Superior

00:06:29 --> 00:06:30: Sport Plaza urban redevelopment.

00:06:31 --> 00:06:35: We consider this award an important recognition of our effort

00:06:35 --> 00:06:39: to transform an abandoned industrial neighborhood into the area with

00:06:39 --> 00:06:40: the highest density.

00:06:40 --> 00:06:42: Indeed, certified sustainable buildings in

00:06:42 --> 00:06:44: Greece. Considering

00:06:44 --> 00:06:48: that energy upgrade to existing structures is the only possible

00:06:48 --> 00:06:52: way to reach the carbon emission targets of the Paris

00:06:52 --> 00:06:53: Agreement,

00:06:53 --> 00:06:55: this effort to step up from

00:06:55 --> 00:06:57: a building scale to urban

00:06:57 --> 00:07:01: infrastructure redevelopment by involving public stakeholders allows us to a

00:07:01 --> 00:07:03: wider framework for healthy,

00:07:03 --> 00:07:03: highly

00:07:03 --> 00:07:07: efficient, and cost saving green buildings.

00:07:07 --> 00:07:08: Thank you for your recognition.

00:07:09 --> 00:07:14: We then awarded one of the finalists with two special

00:07:14 --> 00:07:14: mentions.

00:07:15 --> 00:07:20: The special mention for social value and the special mention

00:07:20 --> 00:07:24: form Creative Place making arts and culture.

00:07:24 --> 00:07:25: Community engagements

00:07:25 --> 00:07:26: girls too.

00:07:27 --> 00:07:28: From

00:07:28 --> 00:07:31: pre lab renovation in Ivano.

00:07:31 --> 00:07:36: Frank liske, Ukraine. Once a blacksmith and locksmith workshop and

00:07:37 --> 00:07:41: the production site for space travel industry,

00:07:41 --> 00:07:46: city meters, radius, and even umbrellas that prompted renovation project

00:07:46 --> 00:07:50: in the Ukraine has repurposed a formal investors factory site

00:07:50 --> 00:07:54: that was founded in the early 20th century.

00:07:54 --> 00:07:58: The transformation process has focused on the renovation of the

00:07:58 --> 00:08:03: existing buildings so that it can function as a miniature

00:08:03 --> 00:08:04: circular city.

00:08:04 --> 00:08:08: For the local community where the waste produced by one

00:08:08 --> 00:08:11: tenant is a raw material for another,

00:08:12 --> 00:08:16: water is treated locally and energy is produced and recovered

00:08:17 --> 00:08:20: on site to cover its needs with just a part

00:08:20 --> 00:08:24: of the development haven't been realized so far,

00:08:24 --> 00:08:29: it is a very promising project and fully deserving of

00:08:29 --> 00:08:29: the

00:08:29 --> 00:08:30: jury's award 2
00:08:30 --> 00:08:33: special mentions. So
00:08:33 --> 00:08:34: let's hear from
00:08:34 --> 00:08:38: them now. It's a very available for our team that
00:08:38 --> 00:08:40: prompted renovation is a monk
00:08:40 --> 00:08:42: of the finalists of the
00:08:42 --> 00:08:43: ULI Europe Award
00:08:43 --> 00:08:44: of Excellence. We
00:08:44 --> 00:08:45: are very grateful
00:08:45 --> 00:08:49: for this special mention. Our sincere thanks to the UI
00:08:49 --> 00:08:53: team and the jury members for their professional work for
00:08:53 --> 00:08:56: the time and attention you've given to our
00:08:56 --> 00:08:58: project. From relegated to
00:08:58 --> 00:08:59: the changes that are
00:08:59 --> 00:09:00: possible only
00:09:00 --> 00:09:02: with involvement of the huge
00:09:02 --> 00:09:03: community, so many
00:09:03 --> 00:09:04: special thanks to.
00:09:04 --> 00:09:05: All of
00:09:05 --> 00:09:07: our investors, experts, and partners.
00:09:07 --> 00:09:11: This success belongs to you.
00:09:11 --> 00:09:11: Thank
00:09:11 --> 00:09:15: you John Carlo and well done to our finalists who
00:09:15 --> 00:09:18: were recognized with a special mention.
00:09:18 --> 00:09:21: We now come to the announcement of the five equal
00:09:21 --> 00:09:26: winning projects at the 2021 LLR Europe Awards for Excellence.
00:09:26 --> 00:09:30: I'll shortly be handing over to five of the jury
00:09:30 --> 00:09:32: members to announce 5 separate winners,
00:09:32 --> 00:09:37: and I will then have the chance of interviewing the
00:09:37 --> 00:09:41: key members of each winning project team to find out
00:09:41 --> 00:09:41: why.
00:09:41 --> 00:09:43: Their projects were so deserving.
00:09:43 --> 00:09:47: So first up I'd like to welcome jury members Sophie
00:09:48 --> 00:09:50: Henley Price over to you Sophie.
00:09:50 --> 00:09:53: Thank you Louisa, I'm very excited to be part of
00:09:53 --> 00:09:54: today's ceremony.
00:09:54 --> 00:09:56: Obviously I prefer it if I could
00:09:56 --> 00:09:58: be. With
00:09:57 --> 00:09:58: you in person,
00:09:58 --> 00:09:59: all
00:09:58 --> 00:09:59: but we'll

00:09:59 --> 00:09:59: of
00:09:59 --> 00:09:59: have
00:09:59 --> 00:10:01: to make do with virtual today.
00:10:01 --> 00:10:03: It's my great pleasure to
00:10:03 --> 00:10:06: now reveal the first of the equal winners of the
00:10:06 --> 00:10:07: 2021 ULI Europe
00:10:07 --> 00:10:08: Awards for Excellence, and
00:10:08 --> 00:10:09: the winner is.
00:10:11 --> 00:10:11: Edge
00:10:11 --> 00:10:14: Grand Central Berlin, led by the developer Edge,
00:10:14 --> 00:10:16: partially operated by Edge Workspace.
00:10:16 --> 00:10:20: The owner is Nuveen real estate and the architects Baldwin,
00:10:20 --> 00:10:23: Wolf, architect, and so congratulations to all of you.
00:10:23 --> 00:10:27: Now, Edge has long been heralded for driving digital innovation
00:10:27 --> 00:10:31: and sustainability in real estate and Grand Central Berlin is
00:10:31 --> 00:10:31: proof.
00:10:31 --> 00:10:33: Yet again of this commitment,
00:10:33 --> 00:10:36: but pushing innovation further edge and now holding up the
00:10:37 --> 00:10:40: banner for more socially driven and transparent real estate.
00:10:40 --> 00:10:45: Amendments they have integrated well being and neurosciences into the
00:10:45 --> 00:10:48: design parameters so they are smarter,
00:10:48 --> 00:10:51: healthier, more sustainable and more responsible.
00:10:51 --> 00:10:56: It is also achieved the first DNBI Platinum certification in
00:10:56 --> 00:11:01: Germany alongside Welchol Gold and the building users as little
00:11:01 --> 00:11:05: as 3500 sensors to collect granular data into a unique
00:11:05 --> 00:11:08: all-in-one cloud solution to better understand,
00:11:08 --> 00:11:11: sustainably operate and continuously improve.
00:11:11 --> 00:11:14: The building and so with this we recognize that Grand
00:11:14 --> 00:11:18: Central Berlin is leading the way in the growing trend
00:11:18 --> 00:11:21: from dry to operational real estate.
00:11:21 --> 00:11:25: It is about recognizing that average lease lengths across many
00:11:25 --> 00:11:29: European office markets are shortening and the value creation is
00:11:29 --> 00:11:33: no longer just about the bones or location of an
00:11:33 --> 00:11:36: asset but also about the operability to provide a truly
00:11:36 --> 00:11:41: compelling solution to tenants and to building owners edge workspaces.
00:11:41 --> 00:11:45: Have remained tenants of the building to ensure high levels
00:11:45 --> 00:11:46: of service.

00:11:46 --> 00:11:49: In turn, reducing the risk of voids while sustaining value
00:11:49 --> 00:11:52: and the result is a dynamic hub bringing together a
00:11:52 --> 00:11:56: diverse population of occupiers as well as welcoming at the
00:11:56 --> 00:11:59: broader community. So now let's have a look at the
00:11:59 --> 00:12:03: project itself before we hear from the winners themselves.
00:12:03 --> 00:12:04: Thank you.
00:12:58 --> 00:13:01: We're now joined by the CEO of Edge,
00:13:01 --> 00:13:05: Koen van Ostrom Mccune. Welcome congratulations on this award after
00:13:06 --> 00:13:09: the year we've all had what does receiving this award
00:13:09 --> 00:13:11: mean for you and for your team?
00:13:11 --> 00:13:13: I think yeah I think it's amazing
00:13:13 --> 00:13:17: news and thank you so much for for having me
00:13:17 --> 00:13:20: today and and this celebration for us is so important.
00:13:20 --> 00:13:22: It's been a difficult year.
00:13:22 --> 00:13:25: It's been a year where at the same time all
00:13:25 --> 00:13:27: these bad things happened,
00:13:27 --> 00:13:31: but we're also. Let's say our proposition of sustainability and
00:13:31 --> 00:13:34: health and buildings have become so important,
00:13:34 --> 00:13:37: and so we feel grateful for the recognition and and
00:13:37 --> 00:13:39: also in this weird year,
00:13:39 --> 00:13:43: I think the team needed to have to have this
00:13:43 --> 00:13:45: recognition in Berlin. Thank you so much.
00:13:45 --> 00:13:49: You mentioned sustainability, sustainability and technology are obviously very important
00:13:49 --> 00:13:51: driving factors behind a development like this.
00:13:51 --> 00:13:54: Can you tell us more about your approach?
00:13:55 --> 00:13:58: So we believe that's the big part of the global
00:13:58 --> 00:14:00: problem that we have around.
00:14:00 --> 00:14:02: Sustainability is coming from the build environment.
00:14:02 --> 00:14:05: I think almost 40% of global emissions and buildings can
00:14:06 --> 00:14:08: be part of the solution to and and we just
00:14:08 --> 00:14:11: have to make sure that both in new build and
00:14:11 --> 00:14:14: existing buildings. We really step in and and change the
00:14:14 --> 00:14:16: energy use of the buildings.
00:14:16 --> 00:14:19: This building is specific. We have a huge opportunity.
00:14:19 --> 00:14:21: It is in a central location in Berlin.
00:14:21 --> 00:14:24: We had enough space to work with all kinds of
00:14:24 --> 00:14:25: different technologies.
00:14:25 --> 00:14:28: And make sure that from the start designing the whole
00:14:28 --> 00:14:31: process that we could all bring all those things together
00:14:31 --> 00:14:34: that we wanted to bring together and we were aiming

00:14:34 --> 00:14:36: to make the most sustainable building in Germany.
00:14:36 --> 00:14:39: And and I think that that in in the meantime
00:14:39 --> 00:14:41: so other competitors is amazing work as well.
00:14:41 --> 00:14:44: So I'm not sure we've got a debt level,
00:14:44 --> 00:14:47: but it's truly a building where where all these new
00:14:47 --> 00:14:50: technologies are coming together and we can really make sure
00:14:50 --> 00:14:51: that we're getting very close to.
00:14:51 --> 00:14:52: Net 0.
00:14:53 --> 00:14:56: And I understand that the project has used and touched
00:14:56 --> 00:14:59: on neuroscience to better understand how the space can be
00:14:59 --> 00:15:00: used for work and pleasure.
00:15:00 --> 00:15:02: Can you elaborate on that please?
00:15:02 --> 00:15:05: Well, we we believe that that building should really do
00:15:05 --> 00:15:07: the right things for human beings and
00:15:07 --> 00:15:09: and one of those things is that it there,
00:15:09 --> 00:15:12: with all the toxics in the air and with the
00:15:12 --> 00:15:14: lights and all the other things happening,
00:15:14 --> 00:15:16: there's something happening to your brain as well.
00:15:16 --> 00:15:19: And we wanted to measure that and we were super
00:15:19 --> 00:15:22: happy that we could work together with a group of
00:15:22 --> 00:15:23: people called.
00:15:23 --> 00:15:26: Zoom and a group of people connected to the great
00:15:26 --> 00:15:28: University that is next door in in Berlin and and
00:15:28 --> 00:15:31: we invited the scientists and said hey have a look
00:15:31 --> 00:15:34: at this building. Can you help us to register?
00:15:34 --> 00:15:35: What are people actually doing?
00:15:35 --> 00:15:38: Can we measure productivity? I think productivity for us is
00:15:38 --> 00:15:41: sort of a holy grill and then we don't have
00:15:41 --> 00:15:43: to ask a price per square meter in the future.
00:15:43 --> 00:15:46: But we can say hey if people get things done
00:15:46 --> 00:15:47: in this building,
00:15:47 --> 00:15:49: can you pay a little bit more and then we
00:15:49 --> 00:15:52: can invest more in making this building truly a experience
00:15:53 --> 00:15:54: that is different than.
00:15:54 --> 00:15:57: Oracle buildings and so, but it starts of course by
00:15:57 --> 00:16:00: measuring what we have right now and and and optimizing
00:16:00 --> 00:16:02: the things that are that can be done in the
00:16:02 --> 00:16:05: building and just by starting and just by measuring on
00:16:05 --> 00:16:06: day one.
00:16:06 --> 00:16:09: Hey, what is actually happening when you bring furniture into
00:16:09 --> 00:16:11: this new and you see toxic rates going up a

00:16:11 --> 00:16:12: little bit.
00:16:12 --> 00:16:15: It's already something like wow that actually makes an influence
00:16:15 --> 00:16:17: that has an influence carpet on the floor has an
00:16:18 --> 00:16:20: influence on how people work and there's a lot to
00:16:20 --> 00:16:21: learn and we just starting.
00:16:21 --> 00:16:22: But
00:16:22 --> 00:16:22: it's
00:16:22 --> 00:16:24: an amazing journey. How do you make sure that you
00:16:24 --> 00:16:27: provide the right solutions and services to your tenants?
00:16:27 --> 00:16:30: I mean. See, there's a lot of technology,
00:16:30 --> 00:16:32: but how do you provide for your tenants?
00:16:32 --> 00:16:34: I think that rule 1/4
00:16:34 --> 00:16:37: for us in the company is that anybody who thinks
00:16:37 --> 00:16:40: of a new technology and and I think this happens
00:16:40 --> 00:16:43: every day now that we ask how does this help
00:16:43 --> 00:16:46: our customers and our customer is not only the tenant,
00:16:46 --> 00:16:48: it can be the owner.
00:16:48 --> 00:16:50: It can be the neighbor of the building.
00:16:50 --> 00:16:53: It can be the city that has certain expectations of
00:16:53 --> 00:16:54: the building,
00:16:54 --> 00:16:57: but it has to help somebody doing things more efficient
00:16:57 --> 00:16:59: or with more fun or.
00:16:59 --> 00:17:01: To make the building more attractive to to hire people
00:17:01 --> 00:17:04: or to be attractive for talent in the market.
00:17:04 --> 00:17:06: But there has to be a deeper a problem that
00:17:06 --> 00:17:09: we can solve with it and technology just for technology
00:17:09 --> 00:17:11: sake is is a fun thing for a day.
00:17:11 --> 00:17:14: And then you you forget about it again and and
00:17:14 --> 00:17:16: definitely tenants don't want to pay for it.
00:17:16 --> 00:17:18: And so it has to have a purpose.
00:17:18 --> 00:17:21: And and for us it's so important if it's scalable,
00:17:21 --> 00:17:23: it's so much easier if we can do it in
00:17:23 --> 00:17:26: one building then we can scale it up to 100
00:17:26 --> 00:17:29: buildings and then really we can help humanity.
00:17:29 --> 00:17:30: Have better buildings around them.
00:17:30 --> 00:17:32: Do you know how the projects been received in Berlin?
00:17:32 --> 00:17:33: So brilliant
00:17:33 --> 00:17:33: is
00:17:33 --> 00:17:36: an interesting city and there's a there's a bit of
00:17:36 --> 00:17:38: a culture war going on in Berlin and and if
00:17:38 --> 00:17:40: you're if you say on a birthday hey,

00:17:40 --> 00:17:43: I'm a real estate developer that that's the end.
00:17:43 --> 00:17:45: You will not get any beer anymore and you know
00:17:45 --> 00:17:48: you have to pay for your drinks yourself and and
00:17:48 --> 00:17:49: and at the same time.
00:17:49 --> 00:17:51: I think that city needs to develop.
00:17:51 --> 00:17:53: We are part of that and we have to.
00:17:53 --> 00:17:55: We have to reach out and say what is this
00:17:55 --> 00:17:57: building giving back to the city?
00:17:57 --> 00:17:59: How does it relate to the city?
00:17:59 --> 00:18:01: And so one of the things that we have done
00:18:01 --> 00:18:04: in this building is that we've opened up some of
00:18:04 --> 00:18:07: the space for tenants that cannot pay a market price
00:18:07 --> 00:18:09: and and we have allowed them to go in form
00:18:09 --> 00:18:10: on a lower price.
00:18:10 --> 00:18:11: In return, these companies say,
00:18:11 --> 00:18:14: hey, we're an NGO. We actually know a lot about
00:18:14 --> 00:18:15: how this this city works.
00:18:15 --> 00:18:18: We can help you with a lot of topics that
00:18:18 --> 00:18:19: typically are not on the on.
00:18:19 --> 00:18:21: The vision of a real estate developer.
00:18:21 --> 00:18:23: So we will do workshops with your team.
00:18:23 --> 00:18:25: We can help you in all kinds of different way
00:18:25 --> 00:18:28: and the interaction and the ecosystem that we're building there
00:18:28 --> 00:18:30: very different from a typical.
00:18:30 --> 00:18:32: Real estate ecosystem is so valuable that that we want
00:18:32 --> 00:18:34: to do this in all our buildings.
00:18:34 --> 00:18:37: One of these examples of scalability Berlin is helping us
00:18:37 --> 00:18:39: to be more inclusive and and to be more impactful
00:18:40 --> 00:18:41: in the cities that we work in.
00:18:42 --> 00:18:45: It's clear that, like many of today's winners,
00:18:45 --> 00:18:49: you are constantly pushing the boundaries that creativity and flexibility
00:18:49 --> 00:18:52: was obviously key to the success of this project.
00:18:52 --> 00:18:55: How important do you think it will be in on
00:18:55 --> 00:18:58: adapting to these uncertain times?
00:18:58 --> 00:19:00: Well, I think that that that we
00:19:00 --> 00:19:04: have a huge undertaking in the real estate industry into
00:19:04 --> 00:19:08: two major topics that are hitting us at the same
00:19:08 --> 00:19:08: time.
00:19:08 --> 00:19:13: One is that sustainability that we always already touched upon.
00:19:13 --> 00:19:16: So many buildings out there and needs to be changed

00:19:16 --> 00:19:19: in the next 10 years and we see big tenants
00:19:19 --> 00:19:19: signing up.
00:19:19 --> 00:19:22: We want to be net zero in 2040 or 2030
00:19:22 --> 00:19:23: even in their buildings there.
00:19:23 --> 00:19:26: Rental contracts are hitting that date and so they want
00:19:26 --> 00:19:29: to have net zero buildings right now and there's you
00:19:29 --> 00:19:29: know,
00:19:29 --> 00:19:31: maybe that's easy in a new building,
00:19:31 --> 00:19:34: although if you take the CO2 of making a building
00:19:34 --> 00:19:35: the concrete,
00:19:35 --> 00:19:37: glass steel it's it's a lot of work.
00:19:37 --> 00:19:39: But the new buildings is one thing,
00:19:39 --> 00:19:42: but existing buildings there's so much work to be done
00:19:42 --> 00:19:43: and we really have to start.
00:19:43 --> 00:19:45: Moving on it, the second topic,
00:19:45 --> 00:19:47: huge topic is everybody will want to work in a
00:19:47 --> 00:19:48: hybrid way.
00:19:48 --> 00:19:50: Nobody will want to be full time in the office
00:19:50 --> 00:19:52: or full time at home,
00:19:52 --> 00:19:54: and so this hybrid work is going to be huge.
00:19:54 --> 00:19:56: That that means we're going to use our buildings in
00:19:57 --> 00:19:58: a very different way.
00:19:58 --> 00:20:00: Work sitting at a desk you can do everywhere.
00:20:00 --> 00:20:02: It probably at home when you're in the office.
00:20:02 --> 00:20:04: You want to communicate. You want to have amazing coffee.
00:20:04 --> 00:20:07: You want to sit on the staircase and you want
00:20:07 --> 00:20:08: to have that.
00:20:08 --> 00:20:10: That random meeting with that colleague that you weren't even
00:20:10 --> 00:20:11: looking for.
00:20:11 --> 00:20:13: But that gives you some advice on a topic that
00:20:13 --> 00:20:15: you were struggling with.
00:20:15 --> 00:20:17: That means that we have to design our office in
00:20:17 --> 00:20:18: a very different way.
00:20:18 --> 00:20:21: Also, there millions of officers are out there designed in
00:20:21 --> 00:20:24: a very different way and they have to be upgraded.
00:20:24 --> 00:20:27: And I think that that we only starting to understand
00:20:27 --> 00:20:29: right now what the undertaking is going to be the
00:20:30 --> 00:20:32: next 10 to 20 years where the whole stock of
00:20:32 --> 00:20:35: officers and this is also true for hospitals and schools,
00:20:35 --> 00:20:37: everything will change and we need to do a lot
00:20:37 --> 00:20:40: of work and we're super motivated to get it done.

00:20:40 --> 00:20:43: And this price is helping us also for the whole
00:20:43 --> 00:20:45: team to stay motivated and do that.
00:20:45 --> 00:20:50: Well, thank you so much and congratulations once again to
00:20:50 --> 00:20:53: you and the whole team who have helped make it
00:20:53 --> 00:20:54: such a success.
00:20:54 --> 00:20:58: Now I'd like to welcome another one of our jury
00:20:58 --> 00:21:02: members and that is Manfred Gutenberg to reveal the second
00:21:02 --> 00:21:05: of our winners over to Manfred.
00:21:05 --> 00:21:05: Thank
00:21:05 --> 00:21:08: you, Louisa. It's been a privilege to be part of
00:21:08 --> 00:21:13: this election process in choosing the winners of these prestigious
00:21:13 --> 00:21:16: award and I'm very pleased to announce.
00:21:16 --> 00:21:22: Announced the next winner. First second award winner is.
00:21:22 --> 00:21:25: Gamari team with its developer,
00:21:25 --> 00:21:28: the extensor group and the architects,
00:21:28 --> 00:21:32: use the links, redial architect Gomori team is a uniquely
00:21:33 --> 00:21:38: ambitious urban regeneration project that has repurposed a former freight
00:21:39 --> 00:21:43: station into a highly sustainable new forum to live,
00:21:43 --> 00:21:48: Eat, work, play and Learn a new destination in Brussels.
00:21:48 --> 00:21:53: The 300 meter long historical structure has been transformed.
00:21:53 --> 00:21:57: Into an indoor city with access to office and retail
00:21:57 --> 00:22:02: units garnered footholds and a multitude of events spaces.
00:22:02 --> 00:22:06: Then once trading, leadership both in its design and its
00:22:06 --> 00:22:08: sustainability goals,
00:22:08 --> 00:22:12: Gomori team is energy neutral and designed for circularity.
00:22:12 --> 00:22:17: Serving as a catalyst to a larger revitalization project that
00:22:17 --> 00:22:21: will foster a vibrant new district in Brussels.
00:22:21 --> 00:22:24: It is a commendable example.
00:22:24 --> 00:22:28: Taking a long term vision can enable the transformation of
00:22:28 --> 00:22:33: abandoned assets into outstanding house open to the Community that
00:22:33 --> 00:22:39: celebrate heritage while meeting the evolving needs of communities at
00:22:39 --> 00:22:43: large. And now we can see more of the project
00:22:43 --> 00:22:46: itself before hearing from the winners.
00:23:41 --> 00:23:45: And I'm delighted to now introduce Chris for Helen,
00:23:45 --> 00:23:48: CEO of Extensor Group, and Michiel read Ike,
00:23:48 --> 00:23:52: architect partner of Nordling three dich architects,
00:23:52 --> 00:23:56: Chris. Congratulations we can see Gal Malley team behind

you.
00:23:56 --> 00:23:59: How does it feel receiving this award?
00:23:59 --> 00:24:03: Especially when you look back at the original ideas for
00:24:04 --> 00:24:05: the project?
00:24:06 --> 00:24:09: Well thank you Louisa. It feels great of course to
00:24:09 --> 00:24:11: to win this fantastic award.
00:24:11 --> 00:24:14: Looking back on the beginning we have to say that
00:24:14 --> 00:24:17: this has been a journey of progressive insights.
00:24:17 --> 00:24:20: We started out with a big empty building and not
00:24:20 --> 00:24:23: really knowing what what to do with it.
00:24:23 --> 00:24:26: Then we tried to follow the rules of the classical
00:24:26 --> 00:24:27: shopping center.
00:24:27 --> 00:24:30: That didn't lead us nowhere and it was a great
00:24:30 --> 00:24:34: insight from from neutral X redeck architects to treat the
00:24:34 --> 00:24:36: building not as a building but.
00:24:36 --> 00:24:41: As a covered city quarter actually got the soundtrack to
00:24:41 --> 00:24:43: do this fantastic
00:24:43 --> 00:24:47: project and heal, there were three main design ingredients.
00:24:47 --> 00:24:51: Can you talk us through them please?
00:24:51 --> 00:24:55: Thank you Louisa. Yes the guy Mary team.
00:24:55 --> 00:25:00: It's a fast former freight station and it's 300 meters
00:25:00 --> 00:25:00: long,
00:25:00 --> 00:25:05: 150 meters wide and it consists out of seven holes,
00:25:06 --> 00:25:06: 3 high
00:25:06 --> 00:25:08: holes. For lower
00:25:08 --> 00:25:09: holes, and
00:25:09 --> 00:25:14: we had the idea to turn the central hole into
00:25:14 --> 00:25:16: a fast covered square,
00:25:16 --> 00:25:21: stretching from the adjacent neighborhood into the future park,
00:25:21 --> 00:25:24: which is the center of the
00:25:24 --> 00:25:25: future to intoxi
00:25:25 --> 00:25:27: site. Adjacent to that
00:25:27 --> 00:25:29: we constructed small Alice
00:25:29 --> 00:25:32: East West crossings that crossed the
00:25:32 --> 00:25:37: GAR, meriting and tie in the building to the adjacent
00:25:37 --> 00:25:38: city fabric.
00:25:38 --> 00:25:43: With the future housing area on the West and the
00:25:43 --> 00:25:46: former royal entrepot on the east.
00:25:46 --> 00:25:47: Thirdly
00:25:47 --> 00:25:51: we envisioned 10 timber structures,
00:25:51 --> 00:25:53: small buildings, so

00:25:53 --> 00:25:55: to speak that are
00:25:55 --> 00:25:59: located. In between the existing
00:25:59 --> 00:26:03: beautiful steel structure that made the former fried
00:26:03 --> 00:26:08: station, were there any specific challenges to the design?
00:26:08 --> 00:26:14: Mahil first and foremost. Keeping such a beautiful heritage structure
00:26:14 --> 00:26:15: in place,
00:26:15 --> 00:26:18: well been while building is
00:26:18 --> 00:26:23: of course in a tremendous challenge by by opting for
00:26:23 --> 00:26:25: a timber structure,
00:26:25 --> 00:26:27: we were able to
00:26:27 --> 00:26:28: execute a vast
00:26:28 --> 00:26:30: program underneath the
00:26:30 --> 00:26:31: building. Underneath
00:26:31 --> 00:26:36: this roof. Insight, since all timber elements came to site
00:26:36 --> 00:26:40: prefabricated and they were mounted on
00:26:40 --> 00:26:41: site and
00:26:41 --> 00:26:42: constructed. Into
00:26:42 --> 00:26:46: these ten separate pavilions, so to speak.
00:26:46 --> 00:26:49: So by maintaining the inter the integral
00:26:49 --> 00:26:55: roof in place and opting for its timber structure,
00:26:55 --> 00:27:00: we were able to meet the challenges on site adjacent
00:27:00 --> 00:27:06: to that by opting for very high sustainability level and
00:27:06 --> 00:27:09: the circularity level we were facing.
00:27:09 --> 00:27:13: Profound technical challenges in respect to high sustainability demands and
00:27:14 --> 00:27:15: that sustainability is
00:27:15 --> 00:27:19: influence. Saying no doubt the development beyond just the building
00:27:19 --> 00:27:21: and for the whole area,
00:27:21 --> 00:27:23: and indeed for the Community.
00:27:23 --> 00:27:27: This building must have made quite a difference.
00:27:27 --> 00:27:30: Chris, how important was the need to engage with the
00:27:30 --> 00:27:35: local community and developing this new vision for the old
00:27:35 --> 00:27:37: station were very important.
00:27:37 --> 00:27:37: Obviously once
00:27:37 --> 00:27:42: we decided that this project would be a covered city
00:27:42 --> 00:27:44: quarter if we had to.
00:27:44 --> 00:27:48: Buy it and connected to to the existing structure what
00:27:48 --> 00:27:52: you would normally do in a less less away if
00:27:52 --> 00:27:55: you would just treat it as a as an enclosed
00:27:55 --> 00:27:59: building so we work with the the public authorities with
00:27:59 --> 00:28:03: the with community organizations and try to get their advice

00:28:03 --> 00:28:06: and also develop activities where they could participate in.
00:28:06 --> 00:28:09: Actually as we go further now.
00:28:09 --> 00:28:13: Also make it a bit their own because they have
00:28:13 --> 00:28:14: to make use of the.
00:28:14 --> 00:28:18: Public space also inside this building and regarding the
00:28:18 --> 00:28:22: sustainability, do you see that it's influenced the wider area?
00:28:22 --> 00:28:25: Well, I'm I'm a hope that
00:28:25 --> 00:28:29: it's in that has it that the this circular aspect
00:28:29 --> 00:28:30: of the building,
00:28:30 --> 00:28:34: and especially the fact that we've done this with in
00:28:34 --> 00:28:38: a completely private setting with no grants or subsidies,
00:28:38 --> 00:28:43: we realized this project with private money and it's doable,
00:28:43 --> 00:28:46: profitable, so our mission is actually to show.
00:28:46 --> 00:28:49: The world that this can be done and that you
00:28:49 --> 00:28:53: can have this ambition without relying on on any public
00:28:53 --> 00:28:54: money.
00:28:54 --> 00:28:59: So yes, the the effect should go for beyond.
00:28:59 --> 00:29:02: Our our developing sites there in Brussels,
00:29:02 --> 00:29:06: but actually be an example for the industry and
00:29:06 --> 00:29:10: that ambition that impact that it can have on Brussels.
00:29:10 --> 00:29:14: Generally. What impact do you think it will have on
00:29:14 --> 00:29:16: the city in the future?
00:29:16 --> 00:29:17: I
00:29:17 --> 00:29:21: hope it's a. It's a great addition for the the
00:29:21 --> 00:29:27: attract attractiveness of Brussels as a as a tourist and
00:29:27 --> 00:29:28: business hub.
00:29:28 --> 00:29:32: It's been a long time since Brussels had such an
00:29:32 --> 00:29:33: addition,
00:29:33 --> 00:29:37: such a, let's say, grandiose.
00:29:37 --> 00:29:41: Infrastructure that opened up dates back from from awhile.
00:29:41 --> 00:29:44: It's very nice city. We have a lot of small
00:29:44 --> 00:29:46: infrastructure and features,
00:29:46 --> 00:29:50: but this is really sizable and could be a
00:29:50 --> 00:29:51: good attraction for.
00:29:51 --> 00:29:55: For Brussels. Do you both have ideas of how you
00:29:55 --> 00:29:58: see the space developing Michiel?
00:29:58 --> 00:30:01: It would be beautiful Louisa if the
00:30:01 --> 00:30:05: space and this central concourse will be conquered and occupied
00:30:05 --> 00:30:07: by the neighborhood.
00:30:07 --> 00:30:09: With all kinds of different activities,
00:30:09 --> 00:30:12: although of course we had the pandemic,

00:30:12 --> 00:30:14: we had a small basketball
00:30:14 --> 00:30:16: tournament in the Central hall.
00:30:16 --> 00:30:20: We had a large comics festival in the central hall
00:30:20 --> 00:30:25: and what would be great if this kind of activities
00:30:25 --> 00:30:27: will expand the coming years and
00:30:27 --> 00:30:31: will contribute to the liveliness of this part of Brussels.
00:30:31 --> 00:30:34: Thanks McHale and Chris. What about you?
00:30:34 --> 00:30:38: What ambitions do you have for the future of the
00:30:38 --> 00:30:39: building?
00:30:39 --> 00:30:42: It's it's maybe no longer our ambitions,
00:30:42 --> 00:30:45: but Great Expectations because we created something we didn't do
00:30:46 --> 00:30:46: a renovation.
00:30:46 --> 00:30:49: We actually repurposed a building and infrastructure,
00:30:49 --> 00:30:53: and so we now have two more or less let
00:30:53 --> 00:30:56: it go and live its own life.
00:30:56 --> 00:30:59: But it's it's designed to evolve and to adapt to
00:30:59 --> 00:31:00: new technologies,
00:31:00 --> 00:31:04: to new fashions and all that so.
00:31:04 --> 00:31:09: I think, whereas it integrates with in the city fabric
00:31:09 --> 00:31:09: this,
00:31:09 --> 00:31:14: there's lots of opportunities for for flexibility and adaptability of
00:31:14 --> 00:31:16: of this structure.
00:31:16 --> 00:31:17: So looking forward to
00:31:17 --> 00:31:21: that. Well, my father happens to live in Brussels,
00:31:21 --> 00:31:24: so I'm really looking forward to visiting once we can
00:31:24 --> 00:31:26: all travel again.
00:31:26 --> 00:31:29: Well done to the whole team on being a winner
00:31:29 --> 00:31:33: of the 2021 ULI Europe Awards for Excellence.
00:31:33 --> 00:31:36: And now I'd like to hand over to the third
00:31:36 --> 00:31:38: of our jury members,
00:31:38 --> 00:31:41: Tinker Kleiner to announce our next winner today,
00:31:41 --> 00:31:44: over to you, Tinker. Thank you Louisa.
00:31:44 --> 00:31:48: I'm so excited to be part of this ceremony.
00:31:48 --> 00:31:50: And it's my pleasure now to reveal to you the
00:31:50 --> 00:31:54: next winner of the 2021 ULI Europe Awards for Excellence.
00:31:55 --> 00:32:00: The winner is. Harris care in the UK and development
00:32:00 --> 00:32:01: of height,
00:32:01 --> 00:32:05: new homes and Barrett West London and SOM Architects.
00:32:05 --> 00:32:08: Heroes Square is an outstanding example of how First pass
00:32:08 --> 00:32:12: architecture and urban densification can contribute positively to social equity

00:32:12 --> 00:32:14: inclusion and community growth.
00:32:14 --> 00:32:17: This mixed use development at the heart of the commuter
00:32:17 --> 00:32:21: town of Harrow in Greater London has to inform the
00:32:21 --> 00:32:21: long,
00:32:21 --> 00:32:24: derelict, and polluted Brownfield site into a dynamic,
00:32:24 --> 00:32:27: sustainable and high quality cluster of buildings.
00:32:27 --> 00:32:29: Sit around a newly created civic space,
00:32:29 --> 00:32:33: the project mix the neighborhood together and successfully integrates public
00:32:33 --> 00:32:34: and private space.
00:32:34 --> 00:32:37: But three other than 18 residential units,
00:32:37 --> 00:32:41: it seamlessly makes social affordable and market rate as well
00:32:41 --> 00:32:44: as a new Public Library and retail units.
00:32:44 --> 00:32:48: The project demonstrates how cooperation between public and private parties
00:32:48 --> 00:32:49: can result in exceptional
00:32:49 --> 00:32:52: irresponsible development, both in design and in function.
00:32:52 --> 00:32:53: Congratulations
00:32:53 --> 00:32:56: and we now have a closer look at the projects
00:32:56 --> 00:33:00: before hearing from Venus themselves in conversation with Louisa.
00:33:00 --> 00:33:06: Thank you very much for this beautiful project.
00:33:06 --> 00:33:10: Haro Square is a new mixed use development adjacent to
00:33:10 --> 00:33:13: Harrow on the Hill station in Outer London.
00:33:13 --> 00:33:15: It provides 318 apartments, Public Library,
00:33:15 --> 00:33:18: retail and a new public square.
00:33:18 --> 00:33:21: The multistory framed reading of the facade enables a flexible
00:33:21 --> 00:33:25: arrangement of spaces incorporating apartments with balconies,
00:33:25 --> 00:33:29: Winter Gardens and roof terraces in a cohesive reading.
00:33:29 --> 00:33:33: The deep recesses in the facade assistant controlling solar overheating
00:33:33 --> 00:33:34: and allows the optimization.
00:33:34 --> 00:33:39: Of solid and transparent areas to maintain a high thermal
00:33:39 --> 00:33:41: performance for the project.
00:33:41 --> 00:33:44: The design maximizes the potential of its location near a
00:33:44 --> 00:33:46: major transport interchange,
00:33:46 --> 00:33:51: linking rail, underground and bus networks where new retail facilities
00:33:51 --> 00:33:52: and minimal parking.
00:33:52 --> 00:33:56: Harrow Square is set around the first new civic space
00:33:56 --> 00:33:58: to be created in heroin decades.

00:33:58 --> 00:34:01: This new contribution to the public realm will be a
00:34:01 --> 00:34:05: dynamic and highly animated environment offering access to the new
00:34:05 --> 00:34:09: library and existing church for new residential blocks and associated
00:34:09 --> 00:34:10: retail spaces, and I'm
00:34:10 --> 00:34:13: now delighted to introduce to you Peter Jackson,
00:34:13 --> 00:34:15: the director of Skidmore, Owings,
00:34:15 --> 00:34:17: and Merrill Peter. After the year,
00:34:17 --> 00:34:21: we've all been through what does this award mean to
00:34:21 --> 00:34:22: you and the team?
00:34:23 --> 00:34:26: Well thank you Louisa. It's always great to receive award
00:34:26 --> 00:34:28: and and we are genuinely honored.
00:34:28 --> 00:34:31: The ULI is a cross industry organizations.
00:34:31 --> 00:34:34: They test us on so many different aspects of a
00:34:34 --> 00:34:37: project and that's really exciting because we were tested on
00:34:38 --> 00:34:38: development,
00:34:38 --> 00:34:40: quality, design, quality, social equity,
00:34:40 --> 00:34:44: sustainability and that's really enabled us to look at each
00:34:44 --> 00:34:47: of those aspects and to focus on particularly for us
00:34:47 --> 00:34:51: sustainability which is the heart of what song is doing
00:34:51 --> 00:34:53: and it's also fantastic that.
00:34:53 --> 00:34:55: The jurors and the organizers are still able to give
00:34:55 --> 00:34:58: their time in what's been a challenging year for all
00:34:58 --> 00:34:58: of us.
00:34:59 --> 00:35:02: Absolutely, and and Peter. Let's rewind a little bit.
00:35:02 --> 00:35:06: How did you approach the development of a site that
00:35:06 --> 00:35:09: is so large right in the center of the Community
00:35:09 --> 00:35:12: whilst also needing to blend in with the
00:35:12 --> 00:35:14: surrounding architecture? Well,
00:35:14 --> 00:35:15: there was some
00:35:15 --> 00:35:18: planning history on the site and Harrow had really assembled
00:35:18 --> 00:35:21: a very strong team of officers that were capable of
00:35:21 --> 00:35:24: asking the right questions of developers and architects.
00:35:24 --> 00:35:27: And they were clear from the outset that they wanted
00:35:27 --> 00:35:29: to development of the highest quality.
00:35:29 --> 00:35:32: If we were to deliver something at this level of
00:35:32 --> 00:35:33: density.
00:35:33 --> 00:35:36: With that as a brief and asking difficult questions of
00:35:36 --> 00:35:36: us,
00:35:36 --> 00:35:39: we really started to explore how to respond.
00:35:39 --> 00:35:42: I live only a few minutes walk from the site

00:35:42 --> 00:35:46: and recognize that the center of Harrow in cut off
00:35:46 --> 00:35:50: from the rest of the barrel by 20th century development
00:35:50 --> 00:35:54: and the opportunity to re instate public space and bring
00:35:54 --> 00:35:58: a really promising civic square to the center of this
00:35:58 --> 00:36:02: development was critical and then working with a pallet of
00:36:02 --> 00:36:06: materials and forms that were complementary to the historic forms
00:36:06 --> 00:36:07: of Haro which have made
00:36:07 --> 00:36:11: it such a desirable location and public private collaboration is
00:36:11 --> 00:36:15: integral to the success of development or responsible development.
00:36:15 --> 00:36:19: Like Harrow Square, how did you approach that collaboration where?
00:36:19 --> 00:36:21: What were the challenges that you faced?
00:36:21 --> 00:36:22: Absolutely?
00:36:22 --> 00:36:23: I mean, hide is
00:36:23 --> 00:36:26: a provider of social housing and and their view on
00:36:26 --> 00:36:30: social purpose and their way to engage broader community groups
00:36:30 --> 00:36:31: is really important here.
00:36:31 --> 00:36:35: They engage very closely with the barrel in what the
00:36:35 --> 00:36:38: borough might be looking for in the project,
00:36:38 --> 00:36:41: but they also engaged with an adjoining church to look
00:36:41 --> 00:36:45: at how they could work together to bring something that
00:36:45 --> 00:36:45: was.
00:36:45 --> 00:36:48: Richer and bringing kind of that civic element.
00:36:48 --> 00:36:52: The religious or community element together gave us the component
00:36:52 --> 00:36:54: parts of the traditional town square,
00:36:54 --> 00:36:56: so it was very easy,
00:36:56 --> 00:36:59: brief to respond to and bring all those users in
00:36:59 --> 00:37:03: such a way that we could develop something hopefully greater
00:37:03 --> 00:37:03: than
00:37:03 --> 00:37:05: the sum of its parts.
00:37:05 --> 00:37:09: Attracting those cultural communities was absolutely key to the project,
00:37:09 --> 00:37:09: and
00:37:09 --> 00:37:12: the library has been a fantastic part of that.
00:37:12 --> 00:37:16: When you listen to Tim Brian who leads.
00:37:16 --> 00:37:18: The cultural and library service in Harrow.
00:37:18 --> 00:37:21: He will talk about the fact that a purpose built
00:37:21 --> 00:37:25: place has actually delivered them so much more opportunity.
00:37:25 --> 00:37:28: We we had a brief for a singular box to

00:37:28 --> 00:37:29: house the library,
00:37:29 --> 00:37:33: but we were able to provide a private garden space
00:37:33 --> 00:37:36: and an external pavilion and that range of different spaces
00:37:37 --> 00:37:40: and usability has actually enabled them to do a lot
00:37:40 --> 00:37:42: more, and they're bringing children's education,
00:37:42 --> 00:37:44: adult literacy, and broader adult learning.
00:37:44 --> 00:37:47: They're starting to bring in cultural communities.
00:37:47 --> 00:37:50: With local artists working from the pavilion and actually bringing
00:37:50 --> 00:37:53: in some of the elected officials to bring the kind
00:37:53 --> 00:37:56: of heart of civic life in the borough right to
00:37:56 --> 00:37:57: the center of this project,
00:37:57 --> 00:37:59: and that is fantastically exciting
00:37:59 --> 00:37:59: to
00:37:59 --> 00:38:02: see. So it must have made such an impact on
00:38:02 --> 00:38:04: the local community.
00:38:04 --> 00:38:05: How's it being received by them?
00:38:07 --> 00:38:09: When you develop at this scale,
00:38:09 --> 00:38:11: I think you can imagine that there's always a little
00:38:11 --> 00:38:13: bit of resistance to change,
00:38:13 --> 00:38:15: and with Hayden with the borough,
00:38:15 --> 00:38:18: we work very, very closely at the outset to explore
00:38:18 --> 00:38:21: with the local user groups and immunity groups what their
00:38:21 --> 00:38:24: concerns were and how we could address and mitigate those
00:38:24 --> 00:38:27: concerns. And I think that has been the proof of
00:38:27 --> 00:38:28: the pudding here.
00:38:28 --> 00:38:31: The housing all sold and Barrett who came on as
00:38:31 --> 00:38:32: commercial partner,
00:38:32 --> 00:38:35: would tell us repeatedly that they could have sold all
00:38:35 --> 00:38:36: the units twice.
00:38:36 --> 00:38:39: The affordable housing element. Has all been led to people
00:38:39 --> 00:38:41: on the Council's own housing list,
00:38:41 --> 00:38:44: so it's been a success in terms of local adoption
00:38:44 --> 00:38:47: and we talk about the library and the residential.
00:38:47 --> 00:38:50: But there is workplace. There's retail and those the adoption
00:38:50 --> 00:38:51: of those units.
00:38:51 --> 00:38:54: All those spaces has been slowed slightly by the pandemic,
00:38:54 --> 00:38:57: but I think as they come on stream we see
00:38:57 --> 00:38:59: more people coming through the site.
00:38:59 --> 00:39:02: That level of adoption will really accelerate and we'll see
00:39:02 --> 00:39:03: it thrive.
00:39:04 --> 00:39:08: I'm Peter just to conclude creativity and flexibility were key

00:39:09 --> 00:39:10: to this project.
00:39:10 --> 00:39:14: How important will this be in adapting to these uncertain
00:39:14 --> 00:39:16: times? I think
00:39:16 --> 00:39:18: that's a really interesting question.
00:39:18 --> 00:39:23: I mentioned Barrett's involvement and their specialist housing knowledge meant
00:39:23 --> 00:39:26: that they were keen to push us to explore more
00:39:26 --> 00:39:30: residential typology housing types then we had done at the
00:39:30 --> 00:39:33: outset. So there's a really rich platform of living types
00:39:33 --> 00:39:37: and flexible living space is embodied in the scheme and
00:39:37 --> 00:39:41: the retail and workplace elements enable us to bring broader
00:39:41 --> 00:39:44: communities through as they engage with these spaces.
00:39:44 --> 00:39:47: We think that the way we Createspace.
00:39:47 --> 00:39:49: Kind of defines what may be possible,
00:39:49 --> 00:39:51: and we explored with the Barrow,
00:39:51 --> 00:39:52: how farmers market pop-up retail,
00:39:52 --> 00:39:56: perhaps an outdoor cinema, could start to occupy the civic
00:39:56 --> 00:39:58: space at the heart of the project.
00:39:58 --> 00:40:01: But actually the art of what's possible there is really
00:40:01 --> 00:40:04: going to defined by those people who make this their
00:40:04 --> 00:40:04: home,
00:40:04 --> 00:40:07: the local businesses, the community groups within the library,
00:40:07 --> 00:40:09: and we look forward to seeing them thrive.
00:40:09 --> 00:40:13: And I think that would be a really exciting process
00:40:13 --> 00:40:16: as they colonized the space and truly make it their
00:40:16 --> 00:40:16: own.
00:40:17 --> 00:40:21: Peter Jackson, thank you for this fascinating insight into the
00:40:21 --> 00:40:22: project.
00:40:22 --> 00:40:26: Congratulations once again to you and all the team at
00:40:26 --> 00:40:30: SOM for being a winner of the 2021 ULI Europe
00:40:30 --> 00:40:32: Awards for Excellence.
00:40:32 --> 00:40:34: Thank you. Thank you.
00:40:35 --> 00:40:38: Fantastic to hear from Peter Jackson there.
00:40:38 --> 00:40:41: Now I'd like to welcome another one of the jury
00:40:42 --> 00:40:42: members.
00:40:42 --> 00:40:47: Carolina came to reveal on next winner over to Carolina.
00:40:47 --> 00:40:50: Thank you Louisa. I am so excited to be a
00:40:50 --> 00:40:54: part of this ceremony and just wish we could all
00:40:54 --> 00:40:56: be here together in person.
00:40:56 --> 00:41:01: It is my great pleasure to reveal the next of
00:41:01 --> 00:41:05: the winners of the 2021 ULI Europe Awards
00:41:05 --> 00:41:09: for Excellence, and the winner is.

00:41:09 --> 00:41:10: X
00:41:10 --> 00:41:11: factory in
00:41:11 --> 00:41:19: Lisbon, Portugal. Developer Kiss RIM and the owner Catumbela Investimento
00:41:19 --> 00:41:22: Imobiliario a touristic US.
00:41:22 --> 00:41:27: Alex Factory is an ambitious and creative project that has
00:41:27 --> 00:41:32: turned a former industrial site into a vibrant part of
00:41:32 --> 00:41:34: the city of Lisbon.
00:41:34 --> 00:41:39: This mixed use redevelopment of 12 buildings has attracted non
00:41:39 --> 00:41:44: mainstream retail startups and creative industries which in turn has
00:41:44 --> 00:41:48: created an arts and crafts ecosystem for cultural events.
00:41:49 --> 00:41:52: Attracting more than 700,000 visitors a year.
00:41:52 --> 00:41:54: With both locals and tourists,
00:41:54 --> 00:41:58: Alex Factory is set to become one of the most
00:41:58 --> 00:42:01: desirable attractions in Lisbon.
00:42:01 --> 00:42:05: The redevelopment plans respected the organic DNA of the site,
00:42:05 --> 00:42:09: preserving as much as possible with limited intervention,
00:42:09 --> 00:42:14: well managed and passionate leadership helped to change the status
00:42:14 --> 00:42:18: quo for the neighborhood and set a great example for
00:42:18 --> 00:42:21: new investment coming to the area,
00:42:21 --> 00:42:24: a dynamic, vibrant community is now blooming.
00:42:24 --> 00:42:28: In the former textile factory that was once set for
00:42:28 --> 00:42:29: demolition,
00:42:29 --> 00:42:33: Alex Factory has a strong and unique identity.
00:42:33 --> 00:42:39: Although the project strategy is also replicable for many brownfield
00:42:39 --> 00:42:43: sites in larger agglomerations and let's now have a look
00:42:44 --> 00:42:46: at the project before we hear from
00:42:46 --> 00:43:24: the winners themselves. And I'm delighted to say that joining
00:43:24 --> 00:43:53: us on the line from Lisbon RV Center Leitao and
00:43:54 --> 00:44:12: Bernardo Almeida Frumkes rain.
00:44:12 --> 00:44:17: Congratulations gentlemen. It's a fascinating project and sounds like something
00:44:18 --> 00:44:19: completely new.
00:44:19 --> 00:44:20: To the city of
00:44:20 --> 00:44:22: Lisbon. Well, first of all,
00:44:22 --> 00:44:24: good afternoon. Hello to everyone and dumb.
00:44:24 --> 00:44:27: We are very happy to be here and we're very
00:44:27 --> 00:44:29: proud to have been awarded well.

00:44:29 --> 00:44:33: Yes, it's definitely something new for the city when when
00:44:33 --> 00:44:36: it started the acid just brought in a lot of
00:44:36 --> 00:44:39: novelty to an area called out Canada that before that
00:44:39 --> 00:44:41: was not gentrified at all.
00:44:41 --> 00:44:45: And and the other factor brought all this live reaction
00:44:45 --> 00:44:48: to two minutes into to a part of the of
00:44:48 --> 00:44:49: the CD.
00:44:49 --> 00:44:50: That really
00:44:50 --> 00:44:54: needed it, and Bernardo, how did you approach the redevelopment
00:44:55 --> 00:44:59: with both the need to retain the existing structures and
00:44:59 --> 00:45:01: yet create a place that
00:45:01 --> 00:45:03: was new and unique? Well,
00:45:03 --> 00:45:06: indeed it was a it was a challenge but we
00:45:06 --> 00:45:10: the goal was to create a space where we could
00:45:10 --> 00:45:16: welcome the creative industries and the industries that gravitates around
00:45:16 --> 00:45:20: the creative arts and and the.
00:45:20 --> 00:45:24: He successfully built an asset that has this DNA.
00:45:24 --> 00:45:28: This ecosystem of a of a smaller and and medium
00:45:28 --> 00:45:33: companies that usually have a hard time finding spaces in
00:45:33 --> 00:45:36: the more traditional assets.
00:45:36 --> 00:45:39: And so we created the this.
00:45:39 --> 00:45:44: This space whereby these these tenants are welcome and whereby
00:45:44 --> 00:45:49: we've managed to create this ecosystem where the companies benefit
00:45:49 --> 00:45:50: from from being.
00:45:50 --> 00:45:54: On site because they benefit from being close to each
00:45:55 --> 00:45:58: other and and this in turn creates a novelty effect
00:45:58 --> 00:46:01: that attracts a lot of visitors to the
00:46:01 --> 00:46:05: site. So that was always part of the strategy.
00:46:05 --> 00:46:08: Then to focus on attracting non mainstream local communities and
00:46:08 --> 00:46:09: businesses well
00:46:09 --> 00:46:14: in the beginning was when when the project started it
00:46:14 --> 00:46:17: was it was the natural way to go because the
00:46:17 --> 00:46:21: location was not very sought after and we had.
00:46:21 --> 00:46:24: And the asset needed a needed tenants and what?
00:46:24 --> 00:46:26: Where we where it was found.
00:46:26 --> 00:46:29: Its niche, was it within tenants that are considered non
00:46:29 --> 00:46:33: mainstream and don't have the possibility of occupying the traditional

00:46:33 --> 00:46:36: retail spaces and and and by doing that we understood
00:46:36 --> 00:46:39: that how powerful non mainstream retail can be because of
00:46:39 --> 00:46:42: its novelty and because of the fact that it's good
00:46:42 --> 00:46:43: for the locals.
00:46:43 --> 00:46:47: It it really, it's really something positive locally and internationally
00:46:47 --> 00:46:49: becomes super interesting to visit something new.
00:46:50 --> 00:46:52: And for that local community,
00:46:52 --> 00:46:55: just how much of an impact has
00:46:55 --> 00:46:59: it had on them? We we think it has had
00:46:59 --> 00:47:01: a very big impact.
00:47:01 --> 00:47:04: We can measure that by the fact that Alex fact
00:47:04 --> 00:47:08: we became a destination micronic destination in Lisbon,
00:47:08 --> 00:47:12: attracting many visitors per year compatible numbers to some of
00:47:12 --> 00:47:16: the most touristic monuments in the in Portugal,
00:47:16 --> 00:47:19: in Lisbon and not only.
00:47:19 --> 00:47:23: Has it successfully reached the status of destination?
00:47:23 --> 00:47:26: So attracting a lot of international visitors,
00:47:26 --> 00:47:30: attracting a lot of local visitors as well.
00:47:30 --> 00:47:33: But it has become a hotspot for this sort of
00:47:33 --> 00:47:39: companies within the creative arts industry that continuously seek spaces
00:47:39 --> 00:47:44: within Alex factory and and continuously keep providing us with
00:47:44 --> 00:47:45: good feedback.
00:47:46 --> 00:47:49: COVID must have been a bit of a set back
00:47:49 --> 00:47:50: for Alex Factory.
00:47:50 --> 00:47:54: It's have been a set back for cities all over
00:47:54 --> 00:47:55: the world.
00:47:55 --> 00:47:58: How do you see sites like LX Factory being able
00:47:58 --> 00:48:02: to help communities recover and prosper once all of this
00:48:02 --> 00:48:04: is hopefully behind us?
00:48:04 --> 00:48:05: Well I think
00:48:05 --> 00:48:06: real estate
00:48:06 --> 00:48:09: has has has a very important role within what.
00:48:09 --> 00:48:12: What is the future and what is the way that
00:48:13 --> 00:48:16: people will interact with with seeds?
00:48:16 --> 00:48:19: So not sick like Alex Factory really has the opportunity
00:48:19 --> 00:48:20: to to show.
00:48:20 --> 00:48:23: By the way, it upcycles real estate that you need
00:48:23 --> 00:48:26: to have a certain level of creativity to innovate and
00:48:26 --> 00:48:30: that innovation is something that we can find here.

00:48:30 --> 00:48:33: And I think that that can be extrapolated to anyone
00:48:33 --> 00:48:36: who arrives to the asset being a user or client
00:48:36 --> 00:48:40: and all of the stakeholders understand that what we do.
00:48:40 --> 00:48:43: What's done at Alex factories to find solutions that are
00:48:43 --> 00:48:46: many times not not the conventional ones so.
00:48:46 --> 00:48:48: Within within COVID in what's here to arrive?
00:48:48 --> 00:48:51: We will have to make some adaptations.
00:48:51 --> 00:48:54: We are thinking about also following into the day-to-day of
00:48:54 --> 00:48:57: the PANDEMIA to understand how we can adapt.
00:48:57 --> 00:48:59: But here what we have is is an LX factory
00:48:59 --> 00:49:01: in assets like Alex Factory.
00:49:01 --> 00:49:04: What they bring is they support the locals.
00:49:04 --> 00:49:06: They support what is local.
00:49:06 --> 00:49:09: People understand that this is a place where you will
00:49:09 --> 00:49:12: be able to find a lot of non mainstream options
00:49:12 --> 00:49:15: and that is really what the economy needs a push
00:49:15 --> 00:49:17: from. From from bottom up.
00:49:18 --> 00:49:22: You already mentioned that COVID may change certain aspects of
00:49:22 --> 00:49:24: LX factory in the future,
00:49:24 --> 00:49:27: but apart from that, how do you see the site
00:49:28 --> 00:49:28: developing?
00:49:28 --> 00:49:29: Well, we
00:49:29 --> 00:49:33: want to leverage on the we want to leverage on
00:49:33 --> 00:49:35: the DNA of the assets.
00:49:35 --> 00:49:41: Keep building on this ecosystem of companies and and in
00:49:41 --> 00:49:43: light of that we.
00:49:43 --> 00:49:46: Our plan includes a deconstruction of additional a square meters
00:49:46 --> 00:49:49: within LX factor to consolidate the assets,
00:49:49 --> 00:49:52: to create additional spaces for for additional tenants,
00:49:52 --> 00:49:54: and to create new experiences.
00:49:54 --> 00:49:57: Because it's also very important to keep innovating as we
00:49:57 --> 00:49:58: send,
00:49:58 --> 00:50:01: set and and so we want to keep this novelty
00:50:01 --> 00:50:02: effect alive.
00:50:02 --> 00:50:06: We want to create new experiences for their users,
00:50:06 --> 00:50:09: always maintaining two very important aspects for us in mind.
00:50:09 --> 00:50:13: The current DNA of Alex factory and the ES.
00:50:13 --> 00:50:16: G factors that are very important for our for our
00:50:16 --> 00:50:16: folks
00:50:16 --> 00:50:18: and just to sum up,

00:50:18 --> 00:50:21: then what does it mean to you both to receive
00:50:21 --> 00:50:22: this award for you and
00:50:22 --> 00:50:24: your team? Well, it's it's.
00:50:24 --> 00:50:27: We are delighted. We are very happy to have received
00:50:27 --> 00:50:27: your word.
00:50:27 --> 00:50:29: We think that it's it's.
00:50:29 --> 00:50:32: It's the consequence of a lot of work and and
00:50:32 --> 00:50:34: a lot of and and and and we face a
00:50:34 --> 00:50:38: lot of difficulties within within the consolidation of the asset.
00:50:38 --> 00:50:40: And so for us, it's really,
00:50:40 --> 00:50:43: really important. Because it's in one hand it's it's.
00:50:43 --> 00:50:46: It's an award for them for the work that has
00:50:46 --> 00:50:48: been developed here.
00:50:48 --> 00:50:51: On the other hand, it's also very good for the
00:50:51 --> 00:50:53: visibility of both our company and
00:50:53 --> 00:50:55: the asset in international terms,
00:50:55 --> 00:50:58: and so for that we were very grateful.
00:50:58 --> 00:51:01: Well, thank you for being with us today and congratulations
00:51:01 --> 00:51:04: once again on being a winner of the 2021 ULI
00:51:04 --> 00:51:06: Europe Awards for Excellence.
00:51:06 --> 00:51:09: Now I'd like to welcome Vanessa Muscara from this year's
00:51:10 --> 00:51:12: jury to reveal our final award winner today,
00:51:12 --> 00:51:16: Vanessa. Thank you Louisa and thank you for being a
00:51:16 --> 00:51:18: fabulous host of this year's ceremony.
00:51:18 --> 00:51:22: I'm delighted to now reveal the next and final winner
00:51:22 --> 00:51:25: of our 2021 ULI Europe Awards for
00:51:25 --> 00:51:28: Excellence and the winner is.
00:51:28 --> 00:51:29: Working
00:51:29 --> 00:51:30: in town centre regeneration in
00:51:30 --> 00:51:32: the UK with its architects and developers,
00:51:32 --> 00:51:34: Benoy and the owners, the local bar
00:51:34 --> 00:51:37: account. Sort of working out.
00:51:37 --> 00:51:40: Recognizing the lack of a central retail and leisure offer
00:51:40 --> 00:51:43: compared to nearby centers including Bracknell Reading,
00:51:43 --> 00:51:47: working on Barrack Council, set out to launch a regeneration
00:51:47 --> 00:51:49: project at the Town Center in 2009,
00:51:49 --> 00:51:52: including an affordable housing component to meet the
00:51:52 --> 00:51:54: undersupply of housing for
00:51:54 --> 00:51:55: key workers. As
00:51:55 --> 00:51:58: a result of a long public consultation period,
00:51:58 --> 00:52:02: this rare publicly LED project was able to achieve commercial
00:52:02 --> 00:52:05: pre letting targets quicker than expected.

00:52:05 --> 00:52:08: Completed mixed use project not only provided a focal point
00:52:08 --> 00:52:10: to the community throughout the pandemic,
00:52:10 --> 00:52:13: but is also likely to be future proof as residents
00:52:13 --> 00:52:17: spend more time working from home and less time commuting
00:52:17 --> 00:52:19: into nearby employment centers,
00:52:19 --> 00:52:23: including London. In summary, this regeneration project achieved what it
00:52:23 --> 00:52:24: set out to do,
00:52:24 --> 00:52:27: deliver a financially viable scheme for the benefit of the
00:52:27 --> 00:52:28: local community.
00:52:28 --> 00:52:31: Complete with green spaces and a public park that residents
00:52:31 --> 00:52:35: can be proud of without passing the burden to residents
00:52:35 --> 00:52:36: through taxation.
00:52:36 --> 00:52:38: A model that can be replicated at square.
00:52:38 --> 00:52:41: So let's now have a closer look at the project
00:52:41 --> 00:52:43: and hear from the winners themselves.
00:53:40 --> 00:53:46: Well, let's find out more about Wokingham town centre regeneration
00:53:46 --> 00:53:48: with joined now by Mike McCormick,
00:53:48 --> 00:53:54: head of Newark studio Benoy Architects and by Sarah Morgan,
00:53:54 --> 00:53:57: head of Development for Wokingham Borough Council.
00:53:57 --> 00:53:59: Congratulations. To you both Mike,
00:53:59 --> 00:54:01: I'll come to you in a moment,
00:54:01 --> 00:54:03: but to you first Sarah?
00:54:03 --> 00:54:06: This sounds like it has been such a journey for
00:54:06 --> 00:54:07: all involved.
00:54:07 --> 00:54:10: Tell us more about the history of Wokingham Town Center
00:54:10 --> 00:54:13: and how you came to this to decide that in
00:54:13 --> 00:54:15: new chapter was needed.
00:54:15 --> 00:54:15: Yes,
00:54:15 --> 00:54:15: thank
00:54:15 --> 00:54:18: you. It certainly has been a a journey for US1,
00:54:18 --> 00:54:21: which started back in the late noughties about 2008,
00:54:21 --> 00:54:25: when the Council realized that given the level of housing
00:54:25 --> 00:54:28: growth that was coming to waking him and the borough
00:54:28 --> 00:54:29: in general.
00:54:29 --> 00:54:32: But really, the Town Center did not offer the facilities
00:54:32 --> 00:54:35: that both current and future residents were going to need.
00:54:35 --> 00:54:38: We had seen a number of private sector investments come
00:54:38 --> 00:54:38: and go.
00:54:38 --> 00:54:40: Lots of big plans and proposals,

00:54:40 --> 00:54:42: but none which had been delivered.
00:54:42 --> 00:54:45: So the Council took the bold decision that it would
00:54:45 --> 00:54:48: step up and be the developer and delivery generation and
00:54:48 --> 00:54:51: working to Wokingham Town Center and how we did that
00:54:51 --> 00:54:53: was through a new master plan,
00:54:53 --> 00:54:55: a new vision for our town,
00:54:55 --> 00:54:58: how we wanted it to develop house over the next
00:54:58 --> 00:54:59: 10-15 years.
00:54:59 --> 00:55:01: And here we are, ten years later,
00:55:01 --> 00:55:04: and we're absolutely thrilled with what we've,
00:55:04 --> 00:55:05: what we've delivered. And
00:55:05 --> 00:55:07: for receiving this award, Mike,
00:55:07 --> 00:55:10: as architects did, you need to get the engagement of
00:55:10 --> 00:55:12: the local community,
00:55:12 --> 00:55:14: and what challenges did you face?
00:55:14 --> 00:55:15: Some getting the town
00:55:15 --> 00:55:19: on side very much. So we sort that engagement with
00:55:19 --> 00:55:20: the community.
00:55:20 --> 00:55:23: And we did that through a whole range of consultation.
00:55:23 --> 00:55:27: You can do a certain amount online through platforms and
00:55:27 --> 00:55:27: social media,
00:55:27 --> 00:55:29: but for me in particular.
00:55:29 --> 00:55:32: It's about speaking to people and getting out there,
00:55:32 --> 00:55:35: and so we did a series of events over weekends
00:55:35 --> 00:55:37: and weekdays and we had great engagement.
00:55:37 --> 00:55:40: We have met many, many people who shared with us
00:55:40 --> 00:55:43: their thoughts and their aspirations and some of the challenges
00:55:43 --> 00:55:46: they were experiencing with the Town Center as well and
00:55:47 --> 00:55:50: the key, therefore, is to listen to that engagement when
00:55:50 --> 00:55:52: people spend their time talking to you.
00:55:52 --> 00:55:54: I think the other thing to remember was,
00:55:54 --> 00:55:57: of course, the evidence of need was very,
00:55:57 --> 00:55:59: very clear. We were in a town centre.
00:55:59 --> 00:56:02: With some fairly broken public realm and some fun inspirational
00:56:02 --> 00:56:05: buildings and what have you competition leaking away to other
00:56:05 --> 00:56:06: other centers.
00:56:06 --> 00:56:09: So I think people were well on the journey already.
00:56:09 --> 00:56:12: They knew that something had to happen and I think
00:56:12 --> 00:56:14: really they were looking for communication.
00:56:14 --> 00:56:17: What are you going to do when you're going to

00:56:17 --> 00:56:18: do it and how?
00:56:18 --> 00:56:22: And I think more than anything there were there were
00:56:22 --> 00:56:25: two or three things that I remember that people were
00:56:25 --> 00:56:28: very very clear with us and they were talking about.
00:56:28 --> 00:56:30: Please keep it local and please keep that.
00:56:30 --> 00:56:34: Distinctiveness of Wokingham. What makes this place special and the
00:56:34 --> 00:56:38: Green Park and the you know the wonderful mature trees
00:56:38 --> 00:56:38: that we had,
00:56:38 --> 00:56:41: and then Wokingham itself is a really pretty and and
00:56:41 --> 00:56:45: very special Town Center full of heritage and some really
00:56:45 --> 00:56:46: rather wonderful buildings.
00:56:46 --> 00:56:50: And I think the message to us in that engagement
00:56:50 --> 00:56:50: was,
00:56:50 --> 00:56:51: you know
00:56:51 --> 00:56:53: police preserve and enhance that Sarah.
00:56:53 --> 00:56:56: How has it been received in Wokingham and what's made
00:56:56 --> 00:56:59: you happiest about what you've achieved?
00:56:59 --> 00:56:59: I
00:56:59 --> 00:57:01: think it's fair to say that.
00:57:01 --> 00:57:04: Along this journey, people have been very nervous about what
00:57:05 --> 00:57:06: it was going to be.
00:57:06 --> 00:57:08: We had a big vision and sometimes that's hard for
00:57:08 --> 00:57:09: people to realize.
00:57:09 --> 00:57:12: But as the developments have come out of the ground
00:57:12 --> 00:57:13: and opened up,
00:57:13 --> 00:57:15: people have really began to see how it all links
00:57:15 --> 00:57:18: together and how the the grape and high quality development
00:57:18 --> 00:57:21: that we that we have realized and I think they've
00:57:21 --> 00:57:23: been pleasantly surprised. We have received feedback from residents that
00:57:24 --> 00:57:24: said,
00:57:24 --> 00:57:25: well, we weren't sure before.
00:57:25 --> 00:57:28: We were very nervous about what you were doing.
00:57:28 --> 00:57:30: Now it's here. We really like it and thank you
00:57:30 --> 00:57:31: for investing in our.
00:57:31 --> 00:57:34: Town, and we're seeing that come through on some of
00:57:34 --> 00:57:36: our social media feeds as well,
00:57:36 --> 00:57:39: which is just great. And for me the happiness is
00:57:39 --> 00:57:42: about the success it brings to the community and that
00:57:42 --> 00:57:45: it belongs to the community they've put up with the
00:57:45 --> 00:57:48: disruption of the build. This has been 10 years in

00:57:48 --> 00:57:51: the making and and now they're just really getting to
00:57:51 --> 00:57:53: enjoy the spaces and the investment.
00:57:53 --> 00:57:54: And particularly during COVID restrictions,
00:57:54 --> 00:57:57: those public spaces have been really vital for people to
00:57:57 --> 00:57:59: place for them to be able to meet,
00:57:59 --> 00:58:01: to socialize, to be outdoors,
00:58:01 --> 00:58:04: and have those. Mentions and it's just a great thrill
00:58:04 --> 00:58:06: to see it in reality now.
00:58:06 --> 00:58:09: Fantastic, your joint venture approach.
00:58:09 --> 00:58:12: It was absolutely key to making this happen.
00:58:12 --> 00:58:17: Mike. How important do you see these joint venture approaches
00:58:17 --> 00:58:20: in the development of other small towns,
00:58:20 --> 00:58:24: especially in these uncertain times I I think it's hugely
00:58:24 --> 00:58:24: relevant
00:58:24 --> 00:58:28: and the the towns and cities across the UK have
00:58:28 --> 00:58:33: some significant challenges and I think when I see significant
00:58:33 --> 00:58:35: they're pretty structural.
00:58:35 --> 00:58:39: You know the. Livelihood and the health of the high
00:58:39 --> 00:58:40: streets,
00:58:40 --> 00:58:44: and quite often I think it is the local authorities
00:58:44 --> 00:58:47: and the Councils who are able to take that much
00:58:47 --> 00:58:48: more comprehensive,
00:58:48 --> 00:58:51: holistic view.
00:58:50 --> 00:58:51: talking that
00:58:51 --> 00:58:51: these
00:58:51 --> 00:58:52: We're
00:58:51 --> 00:58:52: challenges are
00:58:52 --> 00:58:56: way beyond just the locality of one or two particular
00:58:56 --> 00:58:56: sites,
00:58:56 --> 00:59:00: and really, we need to take a sort of a
00:59:00 --> 00:59:02: a much broader view,
00:59:02 --> 00:59:05: whether that be spatial master plans or whether that means
00:59:05 --> 00:59:09: infrastructure and facilities and immunity master plans that they go.
00:59:09 --> 00:59:12: They go beyond something, which is,
00:59:12 --> 00:59:15: which is quite micro and and really what I suppose
00:59:15 --> 00:59:19: that means is that it's the local authorities in this
00:59:19 --> 00:59:20: partnership.
00:59:20 --> 00:59:24: Understanding that really can understand the needs of an entire
00:59:24 --> 00:59:27: cross section of community and what their needs are and
00:59:27 --> 00:59:29: how to put that together.

00:59:29 --> 00:59:31: And so I think you know a lot of these
00:59:31 --> 00:59:35: town centers are experiencing similar problems and this template of
00:59:35 --> 00:59:37: working together is absolutely
00:59:37 --> 00:59:40: relevant. Absolutely and Sarah. What for the future of Wokingham
00:59:40 --> 00:59:41: Center now?
00:59:41 --> 00:59:43: Are there any more plans?
00:59:43 --> 00:59:43: Yes, absolutely.
00:59:43 --> 00:59:46: The future of waking him is is very bright.
00:59:46 --> 00:59:50: We have our next stage of regeneration is on site
00:59:50 --> 00:59:52: where we're building a new leisure.
00:59:52 --> 00:59:55: And cultural hub, including a new library for the Town
00:59:55 --> 00:59:55: Center,
00:59:55 --> 00:59:58: which is due to open next summer and really waking
00:59:58 --> 01:00:01: him is also about the events in the community.
01:00:01 --> 01:00:04: And there's a whole program of events that happened that
01:00:04 --> 01:00:05: the community puts on,
01:00:05 --> 01:00:07: and again utilizing the the new investment.
01:00:07 --> 01:00:10: The new spaces that we've created in the town.
01:00:10 --> 01:00:13: So the future for Wokingham is very bright and we're
01:00:13 --> 01:00:16: we're really feeling very positive about it.
01:00:16 --> 01:00:16: Well,
01:00:16 --> 01:00:20: what an amazing project, full of ambition and just 45
01:00:20 --> 01:00:23: minutes down the road from where I live.
01:00:23 --> 01:00:26: So I hope to be visiting soon.
01:00:26 --> 01:00:29: Congratulations once again to you and all the team for
01:00:29 --> 01:00:34: your success and that concludes our virtual ceremony for today.
01:00:34 --> 01:00:37: Thank you to all of the jury members for providing
01:00:37 --> 01:00:39: their thoughts on our winners.
01:00:39 --> 01:00:43: And thank you to all of the teams that have
01:00:43 --> 01:00:47: helped to create these world leading projects.
01:00:47 --> 01:00:50: We hope you've enjoyed finding out about them,
01:00:50 --> 01:00:54: and if you want more information please do visit utilize
01:00:54 --> 01:00:58: website before I hand over to the chairman of ULI
01:00:58 --> 01:00:59: Europe,
01:00:59 --> 01:01:01: Marnix Cole, for a final word.
01:01:01 --> 01:01:05: It's goodbye for me. I've really enjoyed finding out about
01:01:05 --> 01:01:07: all these amazing projects.
01:01:07 --> 01:01:10: Thank you Marnix over to you.
01:01:10 --> 01:01:14: Thank you Louisa and thank you so much for hosting

01:01:14 --> 01:01:17: our awards ceremony so well.
01:01:17 --> 01:01:21: I'm delighted to offer my personal congratulations to our winners.
01:01:21 --> 01:01:24: These are all outstanding projects with a strong focus on
01:01:25 --> 01:01:26: sustainability,
01:01:26 --> 01:01:28: community engagement and affordable housing,
01:01:28 --> 01:01:33: and they all deserve their achievement today.
01:01:33 --> 01:01:35: Thank you also to all of our finalists,
01:01:35 --> 01:01:38: and to all of those who have submitted the project
01:01:38 --> 01:01:39: in the first place.
01:01:39 --> 01:01:43: Once again, we've seen a very high standard of submissions
01:01:43 --> 01:01:47: in what has been such a challenging year for everyone
01:01:47 --> 01:01:48: in the industry.
01:01:48 --> 01:01:52: Recognizing and sharing best practices that you lie is able
01:01:52 --> 01:01:57: to contribute to the development of excellence in urban land
01:01:57 --> 01:01:57: use.
01:01:57 --> 01:02:02: With your contributions, we will endeavor to identify and give
01:02:02 --> 01:02:07: visibility to more and more extraordinary new projects each year.
01:02:07 --> 01:02:10: Even though we were unable to meet today to celebrate
01:02:10 --> 01:02:10: together.
01:02:10 --> 01:02:13: I'm proud that we have been able to deliver.
01:02:13 --> 01:02:17: With a little help from technology and rewards program for
01:02:17 --> 01:02:19: our members by the Members,
01:02:19 --> 01:02:24: then rewards and recognizes the achievements of excellence in Landis
01:02:24 --> 01:02:26: practice for the wider industry.
01:02:26 --> 01:02:29: Very pleased to announce that today's winners,
01:02:29 --> 01:02:33: together with the 2020 ULI Europe Awards for Excellence winners,
01:02:33 --> 01:02:36: will now compete with the ULI Global Awards for Excellence.
01:02:36 --> 01:02:40: And I would like to wish them the best of
01:02:40 --> 01:02:45: luck in competing with remarkable projects from the world over.
01:02:45 --> 01:02:48: We will learn who the winners of the ULI Global
01:02:48 --> 01:02:51: Awards for Excellence are this October.
01:02:51 --> 01:02:55: At our fall meeting, where we will also open submissions
01:02:55 --> 01:02:59: for the 2022 ULI Europe Awards for Excellence.
01:02:59 --> 01:03:02: So thank you all for watching today's ceremony.
01:03:02 --> 01:03:06: Thank you again, Luisa, thank you John Carlo and the
01:03:06 --> 01:03:09: jury for all your hard work and to the light
01:03:09 --> 01:03:12: successful program together.
01:03:12 --> 01:03:15: Let's hope we will all finally be able to meet

01:03:15 --> 01:03:17: in person for next year's ceremony.

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