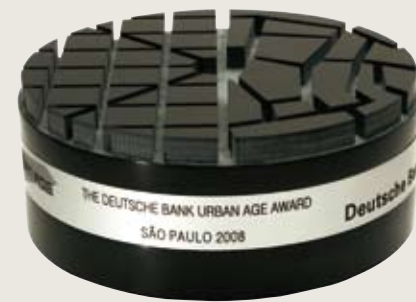


# THE DEUTSCHE BANK URBAN AGE AWARD



**Cortiço Rua Solón, winner of the 2008 Deutsche Bank Urban Age Award, creates a well-balanced community at the heart of São Paulo.**

The Deutsche Bank Urban Age Award has been created to recognise and celebrate creative solutions to the problems and opportunities that face over half the world's population that now lives in cities. By 2020, it is estimated that 1.4 billion people will live in slums. For this reason, the Award will focus on projects that benefit communities and local residents by improving their urban environments. It is designed to encourage citizens, policy-makers, private business and non-governmental organisations to take a proactive role in forging shared responsibilities in cities in the 21st century – mankind's first truly 'urban' age.

An independent jury drawn from an international community of urban leaders, designers, business, media and civic actors will evaluate all submissions and determine the winner of the \$100,000 prize.

The Award will be given every year in connection with and in the city where the Urban Age conference takes place. The winners shall form an international network of engaged citizens who take responsibility for the future of their cities. The first Deutsche Bank Urban Age Award was presented in 2007 in Mumbai, India. The second one

will be given in São Paulo, Brazil, on December 2008. In 2009 the award will be located in Istanbul, Turkey, and in 2010 it will be awarded to an initiative in Shanghai, China, during the World Expo.

The award is an initiative associated with the Urban Age project, an international investigation into the future of cities organised by the London School of Economics and Political Science and Deutsche Bank's Alfred Herrhausen Society ([www.urban-age.net](http://www.urban-age.net)).

'Governing a city means managing contradictions. The Deutsche Bank Urban Age Award aims to encourage people to overcome contradictions and work together to take responsibility for their cities.'

**Wolfgang Nowak,**  
Managing Director, Alfred Herrhausen Society

## THE 2008 JURY

The jury, composed of a range of international urban experts and local figures with knowledge of the city's diverse urban communities, met in São Paulo on 9-10 November 2008



**Richard Burdett**  
Jury Chair

*Director, Urban Age & Centennial  
Professor in Architecture and Urbanism,  
London School of Economics.*



**Tata Amaral**

*Brazilian filmmaker. The city of São Paulo  
is the location for each of her films.*



**Lisette Lagnado**

*Art critic and PhD Professor at Faculdade Santa  
Marcelina. Chef-curator of the 27th Biennale  
São Paulo.*



**Fernando de Mello Franco**

*Founder MMBB architects. PhD Professor in  
Architecture at Universidade São Judas Tadeu.*



**Enrique Norten**

*Founder, TEN Arquitectos & Miller, Chair  
of Architecture, University of Pennsylvania.*



**Raí Souza Vieira de Oliveira**

*Former Brazilian soccer player, founder and  
director of the Foundation Gol de Letra, a UNESCO  
worldwide model for supporting at-risk children.*



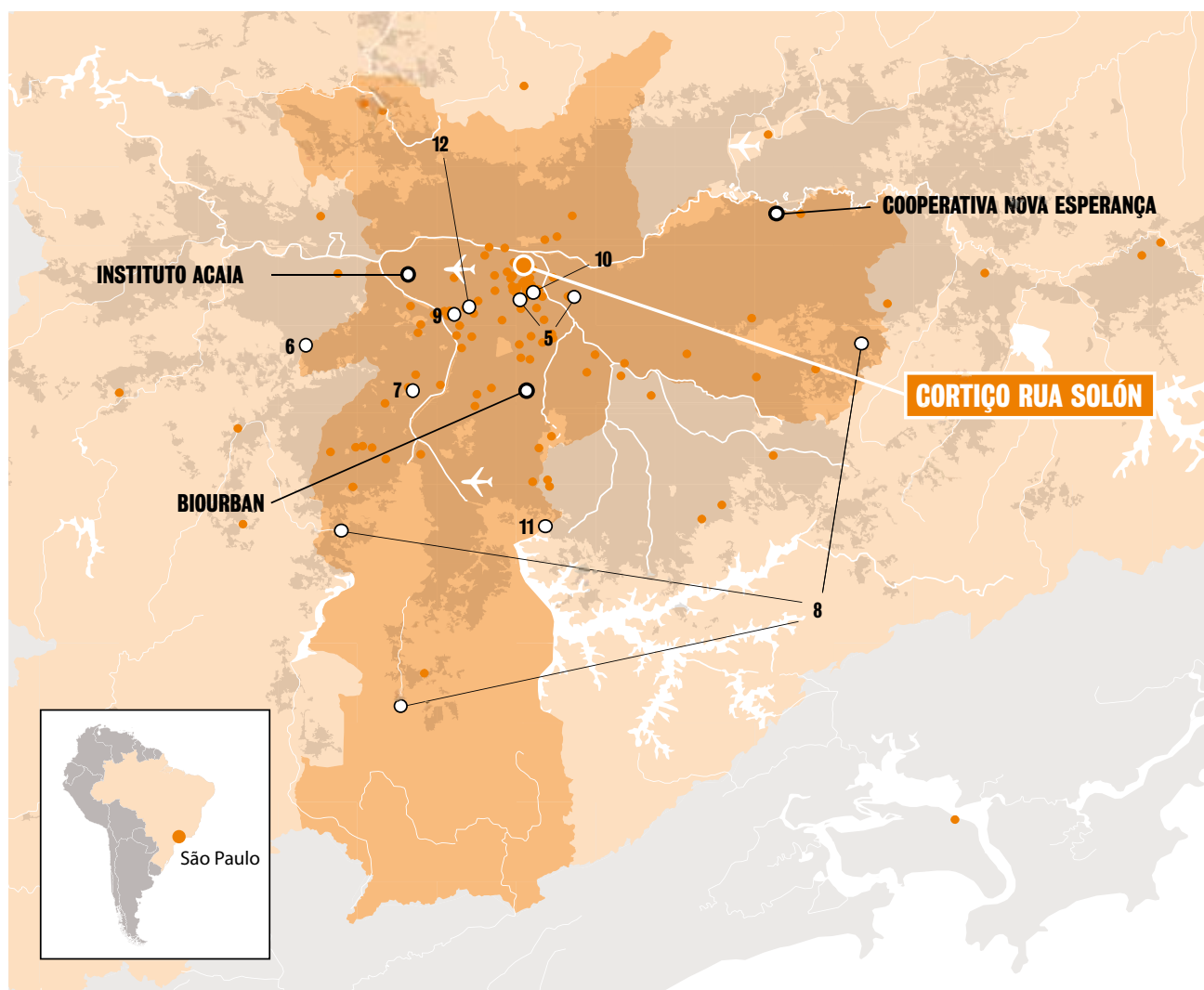
**Anthony Williams**

*Former Mayor, Washington D.C.,  
CEO, Primum Public Realty Trust.*

Deutsche Bank



# SÃO PAULO AWARD



## 12 SHORTLISTED ENTRIES

- 1 Cortiço Rua Solón
- 2 Instituto ACAIA
- 3 BioUrban
- 4 Cooperativa Nova Esperança
- 5 Cora Garrido Boxe
- 6 Espaço de Cultura Cohab Raposo Tavares
- 7 Sede da União de Moradores e do Comércio de Paraisópolis – UMCP
- 8 Oficinas Kinoforum – Cinema na Comunidade
- 9 Bairro-Escola: Associação Cidade Escola Aprendiz
- 10 Inclusão Social Urbana Nós do Centro
- 11 Rede Cultural Beija-Flor
- 12 Praças da Paz Sulamérica

The second edition of the Deutsche Bank Urban Age Award attracted 133 entries from across the São Paulo metropolitan area, twice as many as those submitted for Mumbai in 2007. The submissions reflected the Paulistanos' vibrancy and ingenuity in responding to the severe environmental and social challenges facing South America's largest and most complex city. The jury reached a unanimous decision to award the \$100,000 prize to Cortiço Rua Solón, an innovative and intelligent conversion of an unfinished 'occupied' tower block in São Paulo's central district into a well-balanced environment for 42 families who live and work in the area. In addition, the international jury singled out three projects for special mention: the Nova Esperança recycling initiative in the peripheral Vila Nova district; the BioUrban urban intervention scheme in the Mauro favela; and, the Instituto ACAIA's project for an arts workshop and public space interventions in a slum area in the Vila Leopoldina District. All schemes responded to the award's objectives to celebrate projects that improve

the environment of city dwellers' lives and promote new partnerships between the city's local actors and institutional agencies.

After selecting a shortlist of twelve highly qualified submissions, the jury visited a number of projects to inspect their implementation on the ground and evaluate their impact on the built environment and local communities to confirm their adherence to the Deutsche Bank Urban Age Award selection criteria.

In addition to demonstrating new forms of partnerships and improvement of the physical conditions where people live and work, the jury felt that the award should recognise initiatives that were exemplary rather than one-off projects, capable of being replicated across São Paulo or other cities that face similar spatial and social conditions. There was a strong consensus that the award should go to a project that genuinely engaged local actors and was not the result of a purely 'top-down' process, however worthy or admirable. Finally, the jury resolved to identify evidence of new

paradigms of urban intervention in the city that reflected the prevailing concerns and conditions of the 21st century city rather than reproduce tried-and-tested methodologies of civic improvement.

The Cortiço Rua Solón clearly fulfils all these criteria. It deals head-on with the urgent need to house the urban poor in decent conditions at the heart of the city, rather than relegate poverty to the periphery. It promotes the concept that to be economically, socially and environmentally sustainable, urban dwellers need to live close to their place of work, reducing the need for extensive commuting and optimising the potential to find local jobs, use local schools and benefit from local resources. It makes a statement about how we should make the most of our urban assets – abandoned buildings or derelict industrial areas – to promote the paradigm of the compact, well-connected city. Furthermore, it represents a process of community empowerment that benefits from an innovative partnership between the university, society and its civic institutions.

## NEIGHBOURHOOD STATISTICS

	<b>DENSITY</b> Average density people/km <sup>2</sup>	<b>INCOME</b> Average monthly income in R\$	<b>EDUCATION</b> % head of household with secondary education	<b>CRIME</b> Homicide rate per 100,000 inhabitants (2000)	<b>CRIME</b> Homicide rate per 100,000 inhabitants (2007)
<b>CORTIÇO RUA SOLÓN</b> (Barrio Bom Retiro)	<b>7,989</b>	<b>1,327</b>	<b>22.7</b>	<b>41.2</b>	<b>26.4</b>
<b>INSTITUTO ACAIA</b> (Favela Da Linha, Bairro Vila Leopoldina)	<b>8,773</b>	<b>2,864</b>	<b>39.0</b>	<b>11.2</b>	<b>14.9</b>
<b>BIOURBAN</b> (Favela Mauro, Bairro Saúde)	<b>14,362</b>	<b>2,479</b>	<b>50.1</b>	<b>13.5</b>	<b>1.7</b>
<b>COOPERATIVA NOVA ESPERANÇA</b> (Uniao De Vila Nova, Pantanal)	<b>17,125</b>	<b>401</b>	<b>3.5</b>	<b>52.3</b>	<b>4.9</b>

# WINNER: CORTIÇO RUA SOLÓN



Like many other buildings of its period, 934 Rua Solón is a raw, partially completed concrete-frame multi-storey structure located in the Bom Retiro neighbourhood close to São Paulo's central district and its range of economic activities. Constructed in the 1970s, the building remained unfinished due to the death of the developer, and was subsequently taken over by squatter families in the 1980s. As with many other 'invaded buildings', the early residents established a precarious system of electrical and water supply with exposed wires and unreliable water provision, and a very basic form of waste and garbage disposal. Overcrowding became severe with 73 families crammed into the building, using all available spaces including the incomplete



elevator shafts. Following a project with students from São Paulo's Faculty of Architecture (FAU) efforts to improve the site began.

The building needed improvement if this vulnerable population of the urban poor was going to keep a safe and habitable roof over their heads. Through varied partnerships, including local government, the university, public institutions, human rights groups and private enterprise, part of the task became one of raising resources and 'de-densifying' the building. Over 30 families were re-housed, and the remaining residents focused on raising the living standards for the entire community. With resources secured, the architecture students decided to live in the building with the residents for one week.

The action resulted in three immediately visible results. First, the *multirões* or collective initiatives between the students and the residents organised to clean the site, beginning with the common areas and with the often blocked access to the building. Second, the installation of a collective power grid enabled each family to have a reliable measure of their electricity bills, and thus provided improved economic stability beyond removing the fire risks of the previous design. Third, they improved to the façade of the building, security gates, and added letters with the name of the building, *Eidifício União*.

The physical improvements to the 'look' of the building and its common areas created a new-found motivation that led many of the residents to make improvements inside their own apartments. Internal walls have been rendered and painted (see images), new kitchens and bathrooms have been installed, with a determined interest in the collective improvement and maintenance of the site. Openings have been introduced into dark corridors and stairwells to improve the environment and reduce electricity consumption. The partnership between the university institution, future practicing architects, and the residents of the Cortiço Rua Solón establishes a method for interaction between the social and the physical, between the built and the lived, right at the heart of the city next to jobs, schools and social amenities.



Special mention

## INSTITUTO ACAIA

Since 1998, the Instituto ACAIA has provided a rare resource for young people from neighbouring favelas – a spacious and well-designed art and crafts workshop with extensive training facilities in the middle of a rapidly changing industrial area. While this successful project has provided much-needed facilities for deprived children outside their place of residence, the initiative has been recently expanded by making interventions in the favelas themselves. The Instituto ACAIA has worked closely with the residents' association (which they helped form) to develop strategic development plans and make spatial improvements in Vila Leopoldina—a neighbourhood struggling to accommodate 960 families from two slums that have settled there since 2006 next to the city's wholesale food market which provides the majority of jobs for local residents. Apart from the construction of new sewage infrastructure and paved surfaces across the dense and compact favela, the initiative has led to the creation of a new public space with play equipment and an 'art-cabin' extensively used by local children on the doorsteps of their homes.



## BIOURBAN

BioUrban is a unique urban initiative pioneered by a young sociology student Jeff Anderson in the Mauro favela, an inner city area in São Paulo that has suffered from socio-environmental degradation. The project has seen the realization of a series of aesthetic interventions that have transformed the spatial quality of the neighbourhood in a short period of time. Interventions include the cleaning up of small spaces and threshold areas in front of peoples' homes, planting of flower beds in place of concrete kerbs, introduction of colour and materials to humanise the facades of buildings and exposed infrastructure, the creation of public artworks by local children and the staging of collective activities – such as painting sessions - within these 'found' urban places. All material used in the project comes from waste and garbage found in the neighborhood. Building on the work of artist and architect Friedensreich Hundertwasser who advocates "the right to the window", BioUrban is dedicated to the development of leadership capacity and the creation of healthy urban spaces within the areas of social risk of São Paulo.



## COOPERATIVA NOVA ESPERANÇA

The Cooperativa de Reciclagem Nova Esperança is an innovative partnership between by the State of São Paulo's housing agency (CDHU) and local residents developed under the Integrated Program of Urbanization of the Pantanal. Over 30,000 people live in an area located in the eastern periphery of São Paulo occupying a former floodplain of the River Tiete, which has been the subject of successive landfills over the past 30 years. The project has pioneered a new system of waste and garbage collection that both generates income for the cooperative and reduces the volume of waste, previously deposited in the neighbourhood's streets, public spaces and water sources. Apart from establishing new forms and technologies of recycling, the project aims to create an open space for the community by recovering a stretch of the River Tiete as part of a wider urban improvement programme for the area. The cooperative also organises social and educational activities that promote environmental awareness in the community, putting in practice the best principles of sustainable planning.

# MUMBAI 2007



## THE 2007 JURY

**Richard Burdett** Jury Chair  
Director, Urban Age & Centennial  
Professor in Architecture and Urbanism,  
London School of Economics

**Shabana Azmi**  
Actress & Social Activist

**Rahul Mehrotra**  
Founder, Rahul Mehrotra Associates  
& Associate Professor, Massachusetts  
Institute of Technology

**Suketu Mehta**  
Author of *Maximum City* & Associate  
Professor, New York University

**Enrique Norten**  
Founder, TEN Arquitectos & Miller,  
Chair of Architecture, University of  
Pennsylvania

**Anthony Williams**  
Former Mayor, Washington D.C.,  
CEO, Primum Public Realty Trust.

Left: German Chancellor Angela Merkel, Shabana Azmi, and CEO of Deutsche Bank Josef Ackermann congratulate the dual winners of the 2007 Deutsche Bank Urban Age Award in Mumbai, the Mumbai Waterfronts Centre and the Triratna Prerana Mandal, with special mention to the Urban Design Research Institute.

## 2007 WINNERS

### MUMBAI WATERFRONTS CENTRE



Before



After

The Mumbai Waterfronts Centre (MWC) emerged from the initiatives of determined residents of Bandra (a Mumbai neighbourhood) to reclaim their waterfront. The Bandra Waterfront once served as a garbage dump, but is now a public space, maintained by local residents' associations and accessible to all levels of Mumbai's society. The host of a major festival, MWC also serves as a cultural centre, with an amphitheatre that has held some of the city's best performances. MWC believes the city's waterfronts have not been adequately considered in the planning and development process. It is convinced that waterfronts have a vital function as major open spaces for Mumbai's crowded millions. MWC has already helped improve and reclaim 7 kilometres of Mumbai's western waterfronts and is currently working on revitalising the 4 km long Dadar-Prabhadevi beach, which suffers from erosion, to be enjoyed again by all of Mumbai's residents.

### TRIRATNA PRERANA MANDAL



Before



After

Triratna Prerana Mandal (TPM) started out as a group of boys hanging out together in a slum. In 2002, it became a registered Community-Based Organisation (CBO) as part of a slum sanitation programme implemented by the Society for Promotion of Area Resource Centres, led by the Municipal Corporation of Greater Mumbai (MCGM) and funded by the World Bank. Public toilets, previously in awful conditions, were reconstructed by MCGM and are maintained by local residents' CBOs. TPM not only maintains the toilets, but also utilised the building to set up offices and launch activities including computer classes and a childcare centre. It even helps the local government with the collection, sorting and composting of waste. TPM plans to improve a large neighbourhood park, while converting its derelict amphitheatre into a cultural centre. It also aims to improve its computer and educational facilities through enhanced cooperation with the local municipal school.

### URBAN DESIGN RESEARCH INSTITUTE



Chhatrapati Shivaji Terminus, formerly Victoria Terminus and finished in 1897, is one of the busiest railway stations in India.



After

The Urban Design Research Institute (UDRI) was established as a trust to enrich the understanding of the urban environment and work on its improvement. UDRI has raised awareness of the city's history and heritage, and facilitated the restoration of spaces and buildings. UDRI has been successful thanks to its ability to advocate and cooperate with government authorities and to gain the involvement of local residents, helping to create a sense of community and pride in the city's heritage. UDRI joined forces with the several neighbourhood associations within the area to form the Federation of Resident Trust (FORT). UDRI has worked closely with FORT on a plan for the city's historic core. An agreement has now been reached with the local government for UDRI's plan of restoration and renovation work to further improve the Fort area as part of a unique alliance with local residents.