

## Addressing the Audience

### Jaap Bakema and City Exhibitions

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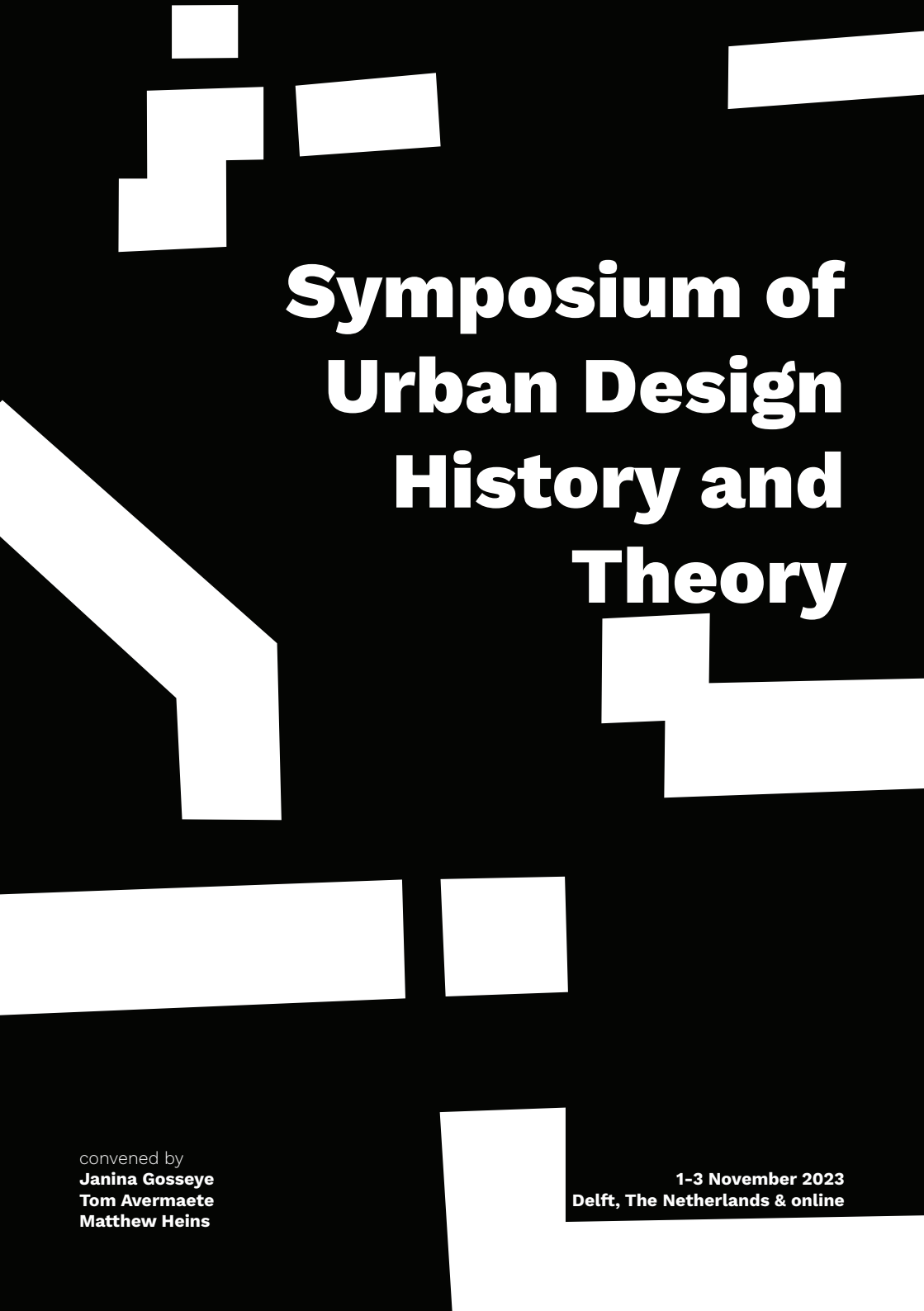
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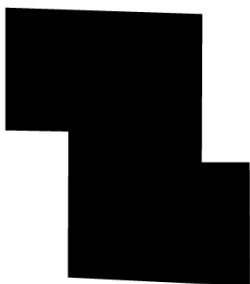
The background is a solid black field. It is populated with several white geometric shapes of various sizes and orientations. These include a small square at the top left, a larger square below it, a horizontal rectangle to the right of the top-left square, a long diagonal bar on the left side, a horizontal bar at the bottom left, a vertical bar at the bottom center, and a large horizontal bar at the bottom right. The shapes are scattered across the page, creating a dynamic, abstract composition.

# **Symposium of Urban Design History and Theory**

convened by  
**Janina Gosseye**  
**Tom Avermaete**  
**Matthew Heins**

**1-3 November 2023**  
**Delft, The Netherlands & online**

**Symposium of  
Urban Design  
History and  
Theory**



3 November 2023

08:30 - 10:30

Berlage room 1

Actors, Agents, and Agencies

**Users, Participants, and Engaging the Public**

*Tom Avermaete*

**Inês Leonor Nunes**

A Pioneer Approach to Urban Design: My Journey  
Tracing Minnette De Silva's Legacy in Watapuluwa  
Housing Scheme, Sri Lanka  
University of Coimbra

**Soscha Monteiro de Jesus**

Open Building and the Limits to Growth  
TU Delft

**Maxime Zaugg**

Scaling up Public Participation in Urban Design:  
Lessons from the ZAC Mont Hermé Case Study and  
the Role of Physical Urban Scale Models  
ETH Zurich  
Zurich University of Applied Sciences (ZHAW)

**Dirk van den Heuvel**

Addressing the Audience: Jaap Bakema and City  
Exhibitions  
TU Delft / Nieuwe Instituut

3 November 2023  
08:30 - 10:30  
Berlage room 1

**Scaling Up Public Participation in Urban Design: Lessons from the ZAC Mont Hermé Case Study and the Role of Physical Urban Scale Models**  
Maxime Zaugg

This paper explores the role of physical scale models as a tool for communication and participation in urban design, using the ZAC (Zone d'Aménagement Concerté) Mont Hermé (1979-1987) in France as a case study. The Mouvement de l'Habitat Groupé Autogéré (M.H.G.A.) in the 1960s and 1970s shifted urban design in France towards involving local residents in the planning and design of their communities. Physical scale models were used as tools between stakeholders and residents on various occasions, enabling effective negotiation. The ZAC Mont Hermé illustrates this approach, with scale models systematically introduced at meetings and exhibitions, and during interviews with future residents. The models were produced at scales ranging from 1:500 to 1:100, which recorded the process and ensured that all voices were heard, resulting in a true representation of the community's wants and needs for the new 400-home neighborhood.

This paper traces the story of the case study through interviews with residents, the former director of town planning, and architects and landscape architects involved in the consultation, as well as access to unpublished archival documents. The study provides insights into the importance of involving local residents in urban design, particularly through effective communication tools such as the physical model of the project and meaningful participation. The findings contribute to current discussions on public participation in urban design and planning, taking into account the potential and challenges of digitalization in participatory processes. In conclusion, this paper highlights the importance of physical scale models in facilitating communication and negotiation between stakeholders and residents, and the importance of involving local residents in urban design.

Maxime Zaugg, MSc. ETHZ, is an architect and PhD candidate at the Chair for the History and Theory of Urban Design, gta, ETH Zurich. He is also a lecturer in the History and Theory of Urban Design at the Institute of Urban Landscape (IUL) at the Zurich University of Applied Sciences (ZHAW), where he teaches the history and theory of urban design. Zaugg's research interests lie in the performative and participatory characteristics of physical scale models of the city, exploring how they have played a crucial role in urban planning by bridging the public and other stakeholders involved.

**Addressing the Audience: Jaap Bakema and City Exhibitions**  
Dirk van den Heuvel

3 November 2023  
08:30 - 10:30  
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This paper examines the case of Jaap Bakema (1914-81) as a precursor to participation and co-creation processes in city planning. Besides his architectural practice and prolific teaching, Dutch architect and Team 10 figurehead Bakema was deeply engaged in creating exhibitions to communicate his ideas to layman audiences. He played a role in designing the Dutch pavilions for Expo 1958 in Brussels and the one in Osaka in 1970, as well as in the city reconstruction festivals for Ahoy' and E55, both in Rotterdam. These public events provided Bakema with opportunities to develop his ideological agenda for urban planning in relation to the large-scale modernization processes of the period and a new Dutch national identity within a Cold War geopolitical context, built on the idea of an open society.

This paper focuses on two exhibitions that Bakema organized to stimulate debates with local citizens and city councils: the Pampus plan for Amsterdam (1964-65), presented at the Stedelijk Museum, and the City plan for Eindhoven (1969-70), showcased at the Van Abbe museum. Both cases involved elaborate presentations with multiple rooms, comprehensive information displays, and monumental drawings and models aimed at transparency and education. Particularly, the Eindhoven presentation led to intense discussions as part of the democratization wave of the time, even engaging national ministers and the Dutch parliament.

The City plan exhibition and its parallel events transformed into a novel form of participation process with "teach-ins" and "hearings." Citizens were encouraged to provide comments, suggestions, and even co-design the new city center. The architect's role evolved from creator to orchestrator of a multitude of voices.

The paper draws from interviews, archival documents, and historical records to reconstruct the narrative. It emphasizes the significance of exhibitions as platforms for public engagement, fostering discussions about urban planning and shaping the built environment. By exploring Bakema's contributions to participatory urban design through exhibitions, this paper adds to the discourse on collaborative planning practices and their relevance in contemporary urban development.

Dirk van den Heuvel teaches architecture at TU Delft and directs the Jaap Bakema Study Centre, the research collaboration between the Nieuwe Instituut in Rotterdam and TU Delft. His book publications include *Team 10: In Search of a Utopia of the Present*, *Jaap Bakema and the Open Society*, *Art on Display 1949-69*, and *Habitat: Ecology Thinking in Architecture*. His research explores architectural histories, particularly the intersections of design, politics, and public engagement.

This symposium is convened by Janina Gosseye, Tom Avermaete, and Matthew Heins. The full conference committee consists of:

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