

# ENTER HUB Final event

Reggio Emilia, 26 of February 2015

## Experts' Round Table: Defining a Hub for Medium-sized Cities

### Experts

Jacques Ferrier

Jacques Ferrier is a French architect and urban planner. He has designed a number of buildings in France and abroad, including the French Pavilion at the 2010 Shanghai exhibition, where he developed the concept of a sensitive city. He is currently consultant for the SGP (Société du Grand Paris) for the design of the Railway Stations of the Grand Paris Express.

Recent publication: *La Possibilité d'une ville*, Arléa, Paris, 2013

Franco La Cecla

Franco La Cecla is an Italian anthropologist and architect. He teaches at the universities of Palermo, Bologna, Venice, Berkeley (USA), Barcelona, Lausanne and Paris. In 2005, he founded the Architecture Social Impact Assessment, ASIA, an agency that evaluates the social impact of architectural and city planning projects.

Recent publication: *Contro l'Architettura*, Bollati Boringhieri, 2008 ; English Translation : *Against Architecture*, PM Press/Green Arcade, 2011.

Jean-Jacques Terrin

Jean-Jacques Terrin undertakes research and publishes on the changing design practices and their relations with collaborative work, innovation and sustainability. His activities in the frame of European projects give him a good knowledge of issues and making of the European cities. He is Lead expert for the ENTER HUB project.

Recent publication: *Le Projet du Projet, concevoir la ville contemporaine*, Editions Parenthèses, 2014

### Round table organization

The round table will last 2 hours, Thursday the 26<sup>th</sup> of February from 3.45 to 6.30 pm.

JJ. Terrin will introduce shortly the main outputs of the ENTER HUB project and propose six definitions for a High Speed Hub in a Medium-sized City:

1) An Urban Icon; 2) An urban Backbone; 3) A Place for all Stakeholders and Users; 4) A Network of Services; 5) A Red Carpet; 6) A City Lounge.

Attached is a short definition of these six keywords in connection with ENTER HUB project.

Then each of the experts will project 6 images he will have chosen in advance to illustrate each of the 6 key words and comment each image during 2 to 3 minutes.

Finally, the experts will exchange with all participants: the ENTER HUB project partners, local professionals, professors and students of local and regional universities.

## Extracts of the ENTER HUB Final Report

ENTER HUB promotes the role of High Speed Rail (HSR) Hubs of regional relevance in medium-sized cities as engines for integrated urban development and economic, social and cultural regeneration. Because of their ability to grow more and faster perhaps than larger metropolitan areas, ENTER HUB network partners consider their position as HSR Hubs is a relevant key point for their future urban strategy. Fitting into TENT-T corridors, ENTER HUB partners look at this project as an opportunity to redefine their territorial systems around these Hubs in order to bring them closer to other European cities, to encourage their citizens to embrace all kind of activities and to strengthen connectivity at a local, regional and EU level.

*The ENTER HUB network is composed of 12 partners: Reggio Emilia (Italy), Lead Partner; IMPEFE - Ciudad Real (Spain); Girona (Spain); Ulm (Germany); Rostock (Germany); Łódź (Poland); Gdynia (Poland); Creil Agglomeration (France); Lugano (Switzerland); Örebro Region (Sweden); Porto (Portugal); Preston (UK).*

Everywhere in Europe, the arrival of HSR represents an event which impacts strongly on the urban renewal of the hosting city and its wider catchment area. The longstanding railway station is transformed into a Hub and becomes the heart of such a renewal. Large metropolitan areas are taking advantage of these recent establishments. Medium-sized cities too are doing so, in a very specific sense, and the ENTER HUB project provides an opportunity to develop this concept further.

### An Urban & Architectural Icon

Designing an HSR HUB does not just involve designing a contemporary railway station. It is a process of reconfiguration of a large accessible shared public space connecting the Hub with the city and giving priority to walking and biking activities, and to public transportation. Defining a Hub is a way to connect local and global, to connect speed and slowness, city centre and catchment area, midsize cities and metropolitan areas. That is to bring together all kinds of people, places and activities.

### An Urban Backbone

Defining a Hub is a way to connect local and global, to balance / connect speed and slowness, city centre and catchment area, midsize cities and metropolitan areas. A Hub brings together all kinds of people, places and activities into a universal walking public space.

### A place for all Stakeholders and Users

The programming and the design of an HSR HUB is every stakeholder and user's business. This statement needs strong political and professional will to set up a participation system from the very beginning and all along the project process especially before any decision making. This process is the unique way towards appropriation of the final implementation by all users: all categories of citizens, tourists, service providers, business companies, etc.

### A Net of Services

An HSR Hub produces new services inside and in its neighbourhood, some of which are linked to mobility but most of them are dedicated to business, retail, leisure, tourism... It attracts people, offers them diverse activities and brings added value to these services. The Hub is no longer a mere facility dedicated to mobility, its interior space becomes public and widely open toward the urban space, its borders becoming imprecise.

### A Red Carpet

An HSR HUB has an important function to regulate the flows of circulation and to link together all kinds of traffic. Still, one of its main issues is to give priority to pedestrians and other green modes. The result for the visitors as well as for the residents should be to get the feeling that a "red carpet" has been permanently rolled out for them. A concept of a red carpet is an invitation to walk or cycle along the main resources of the city and penetrate easily and pleasantly into its heart.

### A City Lounge

The development of an HSR HUB can transform the inner city into a "city lounge". Inside and around the station, the public space becomes a high quality place for locals, residents, business travellers, etc. based on an attractive and better public space, including programme objectives such as: smart economy, city centre living, culture and leisure or connected city.