



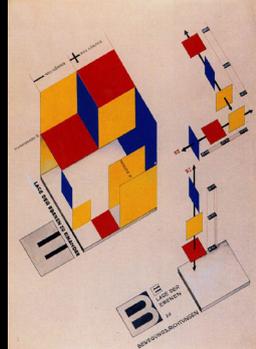
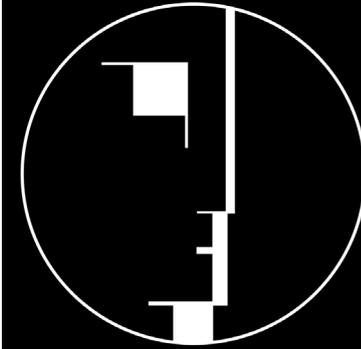
A New European Bauhaus

An environmental,
economic and cultural
project for Europe

Design,
sustainability,
investment

Bringing the European Green Deal
to life and developing an aesthetic
for the green transformation





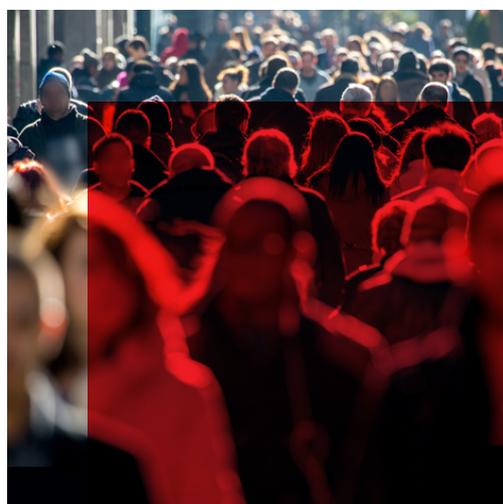
October 2020 | #EUBauhaus | #EUGreenDeal

THE ORIGINAL BAUHAUS MOVEMENT:

- architecture, art, design
- founded in Weimar in 1919 by Walter Gropius and friends; quickly became an international movement
- beauty and practicality
- shaped 20th century design and society

WHY A NEW EUROPEAN BAUHAUS?

The New European Bauhaus will be a driving force to bring the European Green Deal to life in an attractive, innovative and human-centred way. It will be a movement based on sustainability, inclusiveness and aesthetics to bring the European Green Deal closer to people. Everyone should be able to feel, see and experience the green transformation.



THE NEW EUROPEAN BAUHAUS

WHAT?



- a forum for discussion
- a space for art and culture
- an experimentation lab
- an accelerator
- a hub for global networks and experts
- a contact point for citizens interested in the topic

WHO?



- architects
- artists
- students
- scientists
- engineers
- designers
- and others who wish to contribute

WHEN?



- ▶ **First wave: 2021 onwards.** For example five Bauhaus projects. All focused on sustainability, art and culture; each with a different emphasis:
 - > Natural building materials and energy efficiency
 - > Demographics
 - > Green digital innovation
 - > ...and more
- ▶ **Second wave 2023 >**
Bauhaus projects and network in and outside Europe
 - > Platform and creative spaces
 - > Bauhaus knowledge hub
 - identifying technologies and materials
 - using big data and artificial intelligence
 - engaging with stakeholders and citizens



**GOOD
DESIGN
IMPROVES
LIVES**

**A MORE
BEAUTIFUL
AND HUMANE
WORLD**

**NECESSARY
CAN BE
BEAUTIFUL**

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