

July 30, 2007

## **International Urban Landscape Award (IULA) 2007**

**Eschborn.** Again Eurohypo presents together with the professional journal Topos and premium magazine Architektur&Wohnen the 2005 initiated "International Urban Landscape Award", with which Europe's leading specialist bank for real estate and public finance annually recognises outstanding, forward-looking urban development projects. "Eurohypo takes special responsibility for the future of our cities, as a global financier of commercial real estate. Their development is not just a question of corporate social responsibility, but also of the bank's business model," is the reason given for his bank's involvement by Bernd Knobloch, Eurohypo's CEO. He continues: "Our responsibility for the design of our cities is not just to do with creating more people-friendly urban areas, but, in view of the dangers of climate change, is also to connected to ecological aspects and higher energy efficiency".

The response to this year's invitation for entries by Eurohypo AG and its cooperation partners Topos and A&W Architektur&Wohnen was huge: Nearly 60 applications were received for the International Urban Landscape Award (IULA) from 15 countries\*), including the USA, Spain and Mexico. Patron of the award is Professor Klaus Töpfer, former German Minister for the Environment, Minister for Construction, and head of the UN environmental organisation UNEP.

The competition aims to draw public attention to the future of our cities. Urban centres cover around 2% of the earth's surface, but use around 80% of its resources. City design related to demography, social stability and sustainability is a key task for mankind.

\*) Germany, Spain, Ireland, Belgium, Netherlands, Austria, Sweden, Romania, USA, Canada, Switzerland, United Kingdom, Poland, Italy, Mexico

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## P R E S S R E L E A S E

IULA is directed at those who have a direct impact on urban living spaces as city planners and architects. The award carries a cash prize of EUR 50,000. For the 2007 competition, a jury headed by Professor Alfonso Vegara (President of the Fundación Metr poli, Madrid/Spain and ex-President of ISOCARP – the International Society of City and Regional Planners) has placed 5 projects on the short list:

- Westergasfabriek, Amsterdam
- Parc central de Nou Barris, Barcelona
- Gr ner Bogen Paunsdorf, Leipzig
- Olympic Sculpture Park, Seattle
- MFO Park, Zurich

In addition to Professor Vegara, the following experts are members of the independent jury:

- Henri Bava, landscape architect, Paris/France; Professor at the University of Karlsruhe/Germany
- Kathryn Firth, architect and city planner, Senior Associate Principal with Kohn Pedersen Fox and Visiting Lecturer at the Architectural Association, London/UK
- Barbara Friedrich, Editor in Chief, A&W Architektur & Wohnen, Hamburg/Germany
- Walter Hood, landscape architect, Professor at the University of California, Berkeley/USA
- Bart Lootsma, Professor of architectural theory, Leopold-Franzens-Universit t Innsbruck/Austria
- Robert Sch fer, Editor in Chief, Topos, Munich/Germany

Professor Ariane R ntz and her team from Kassel University (Department of Landscape Architecture/Design; Faculty 06 – Architecture, City Planning, Landscape Planning) managed the preliminary review and the jury session.

The winner of IULA 2007 will be presented with the award in autumn 2007 in Frankfurt.

Eurohypo has launched an expert weblog, “PerfectCity.net”, through which it will also monitor the International Urban Landscape Award. A “IULA Special” has been set up on the weblog, containing all 35 projects that advanced to the later stages. The jury’s decision, which is primarily based on professional criteria, is one thing. The public’s spontaneous choice is quite another, as we saw most recently in the decision about the new Seven Wonders of the World.

For this reason, Eurohypo’s weblog is now inviting all those who are interested to choose the most attractive urban development project out of the 35 from their point of view. The winner of this competition will receive a “People’s Prize” in the form of a special mention during the award ceremony.