

Danilo Halle

ha:neo - A Concept for Public Art in Halle-Neustadt





FREIRAUMGALERIE

kollektiv für raumentwicklung



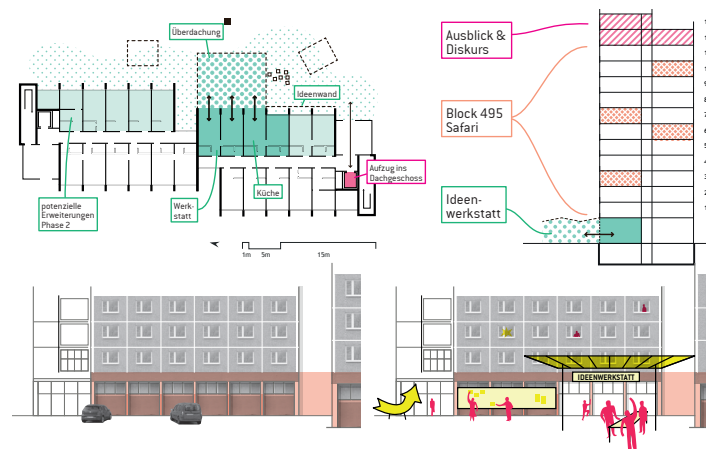
WALL & SPACE

We are a collectiv working since 2012 based in Halle (Saale), Germany.

Public
Art

City
Develop-
ment

Urban
Education



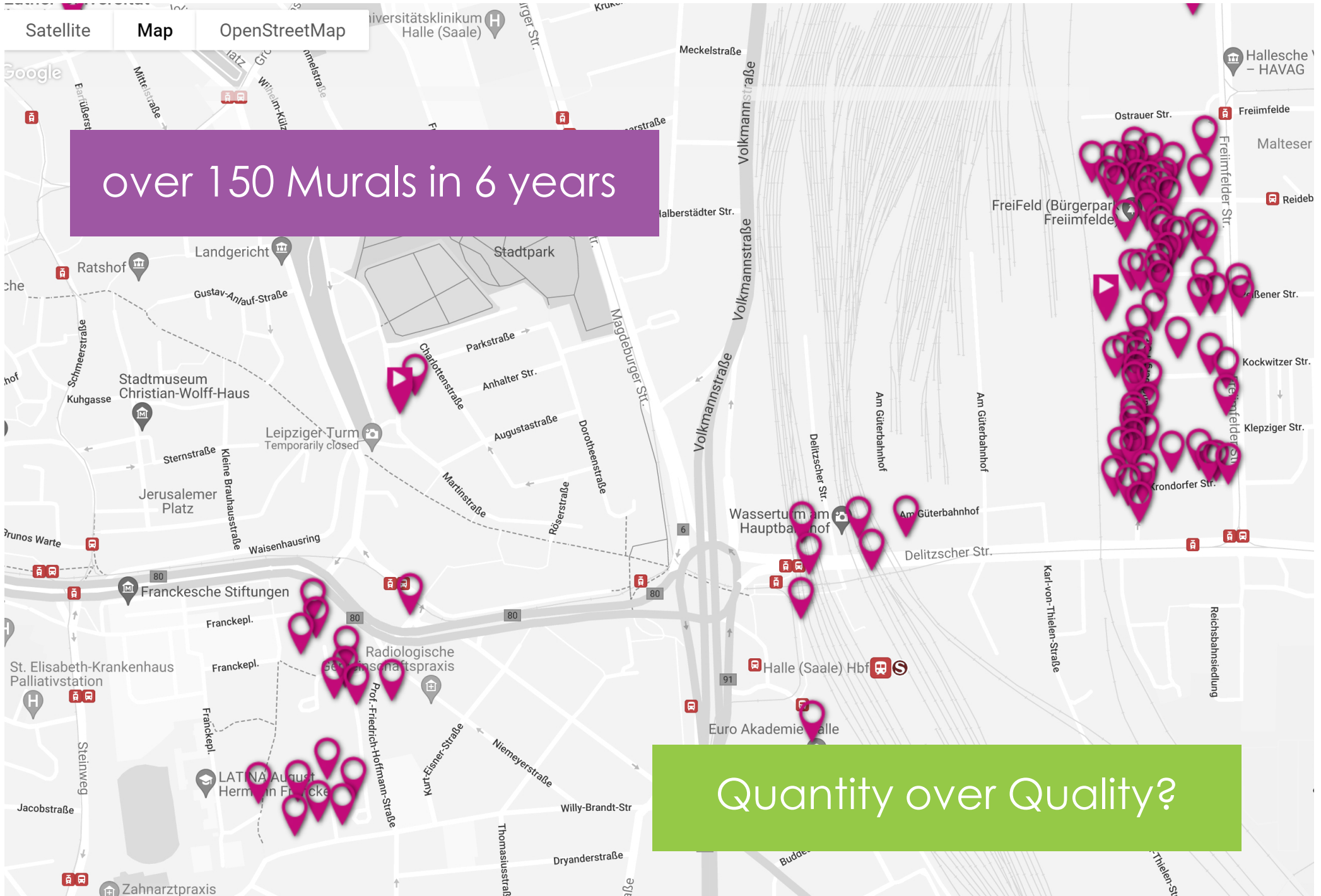
Satellite

Map

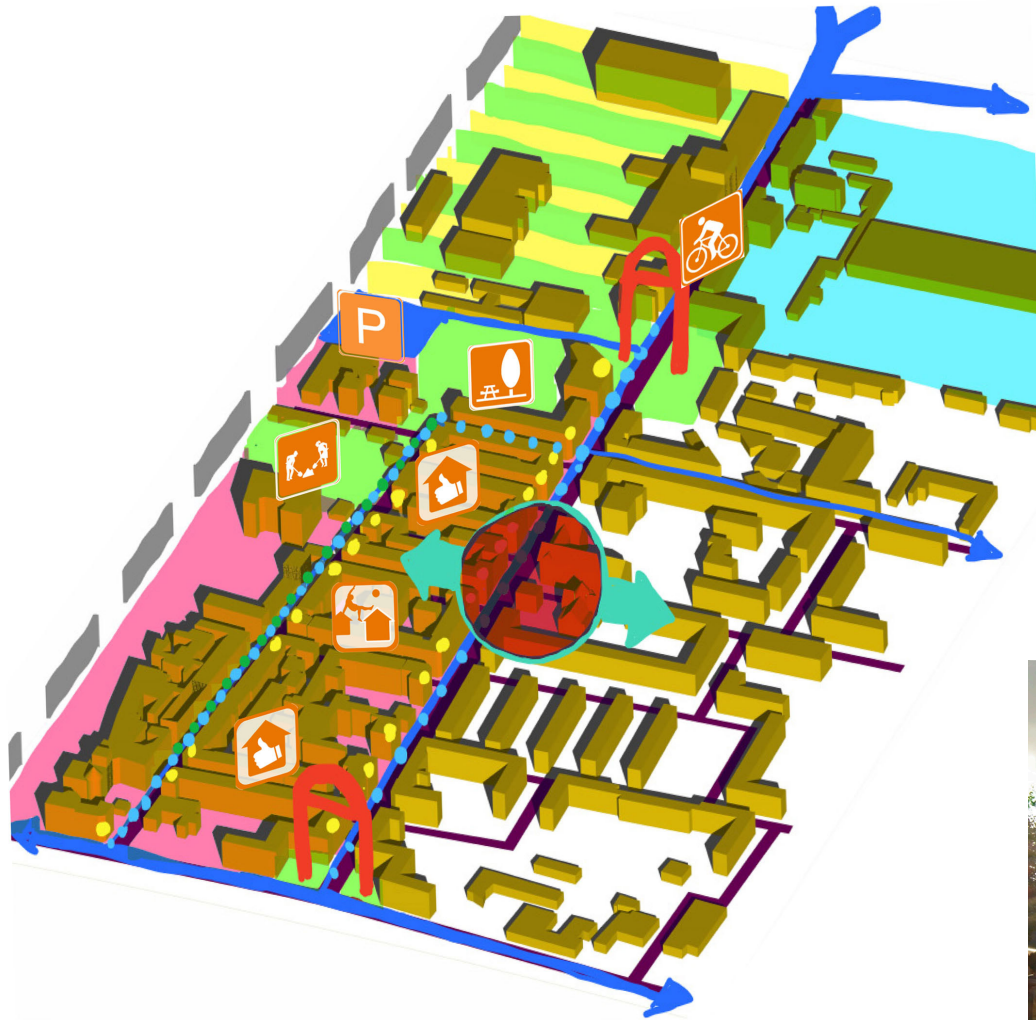
OpenStreetMap

over 150 Murals in 6 years

Quantity over Quality?







Positive image

Citizen engagement

Neighborhood concept







**A CONCEPT FOR
PUBLIC ART
IN HALLE-NEUSTADT**

rci:neo

ha:neo

Halle-Neustadt
Neo-Muralism

HaNeu
ha:neo



jobcenter

D

MERST SPOK

NABST

K200

K200

Large red and grey graffiti piece

Green graffiti piece with '2015' and '2016' text

CHE BEVOLL
SGLEICH!

ballprofekeid

DRAN1



4.4.2 Members

Dr. Steffen Fliegner
city of Halle (Saale), department of planning & urban development

Dr. Steffen Fliegner is one of the city administration members Freiraumgalerie has been successfully working with for years. As manager for urban redesign at the department of planning and urban development, he is a vital partner in terms of municipal administration processes.



Dr. Anja Jackes
city of Halle (Saale), head of culture department

Being the head of Halle 's cultural administration, Dr. Anja Jackes represents another important cooperation partner within the city administration. Already before the ha:neo pilot phase in 2016, an initial interview with the expert on Josep Renau and the artistic tradition of HaNeu had raised Freiraumgalerie 's attention on HaNeu and the passion for public art.



Dipl.-Ing. Gernot Lindemann
urban planner and quarter developer

Gernot Lindemann and Freiraumgalerie have been working together in other contexts before the engagement in Halle-Neustadt. Since then, he proved himself to be a valuable expert in urban planning and architecture. In opposite to the other members, that are mostly active or rooted in HaNeu, Lindemann brings in a necessarily critical view from the outside onto the quarter.



Guido Schwarzendahl
CEO of Bauverein Halle-Leuna e.G.

After more than one successful cooperation within Halle-Neustadt and other parts of Halle, housing cooperative CEO Guido Schwarzendahl numbers among the most important partners and confidants of Freiraumgalerie. He looks at HaNeu from an owner 's and tenant 's perspective and especially takes up an essential role in terms of acquisition and strategic implementation.



Johanna Ludwig
quarter manager Halle-Neustadt

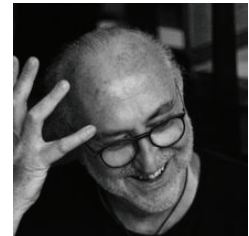
Quarter manager Johanna Ludwig had already worked together with Freiraumgalerie and ha:neo in 2017 is the most important communicative actor, reaching out to the people and social networks of Neustadt. Intergenerational community centre Pustelblume with its events and initiatives is central reference point for many inhabitants.



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Prof. Ulrich Reimkasten
professor for painting & textile art at BURG Giebichenstein arts college Halle and muralist

Prof. Ulrich Reimkasten has realized a ha:neo wall painting in 2017 and been a close artistic confidant ever since. Being a former student of Josep Renau and still active muralist, he is predestinated as expert on architectural art and the choice of artists.

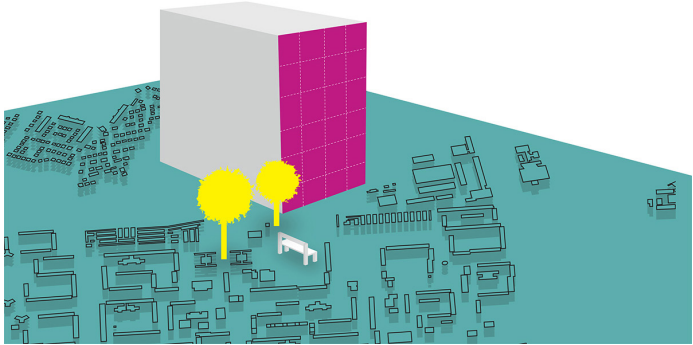




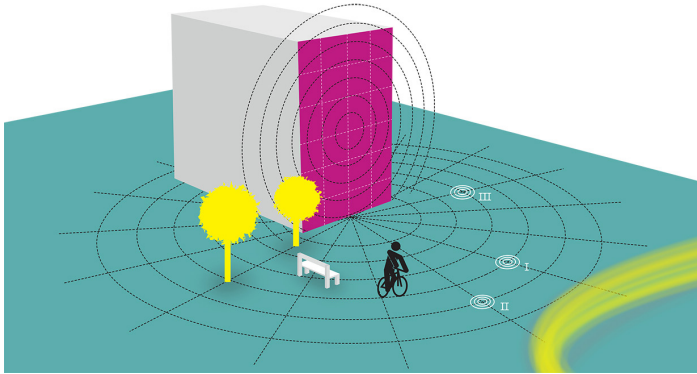
Boa Mistura / Spain



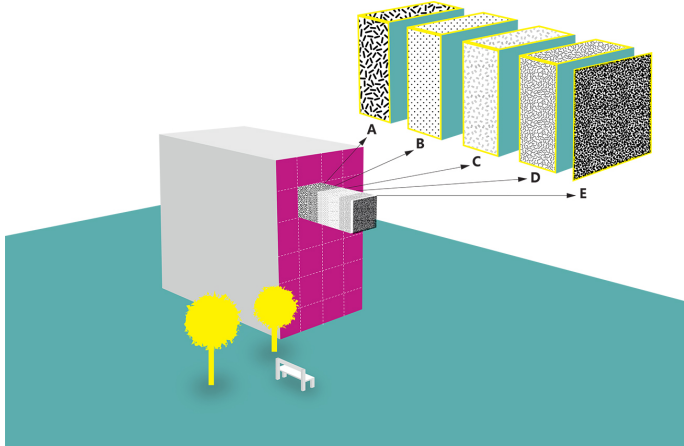
5 Guidelines for ha:neo



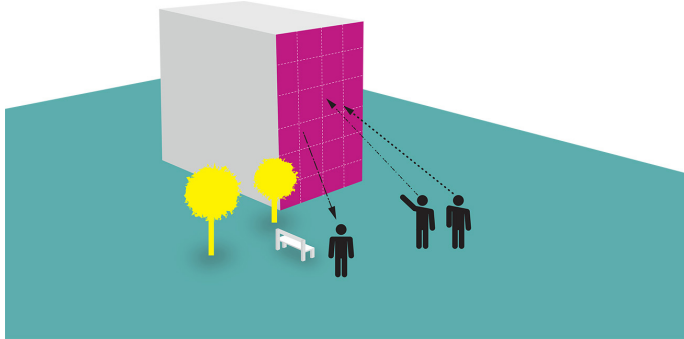
City



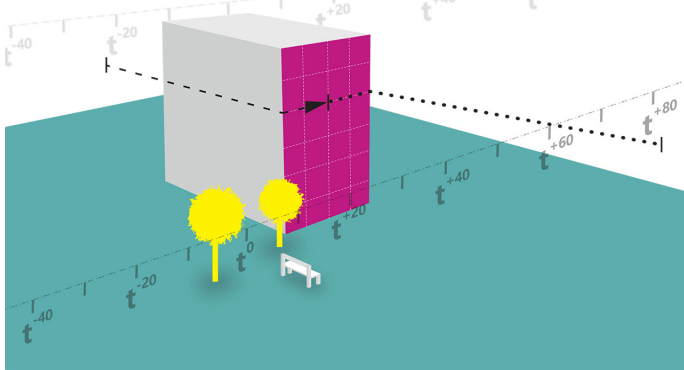
Space



Wall



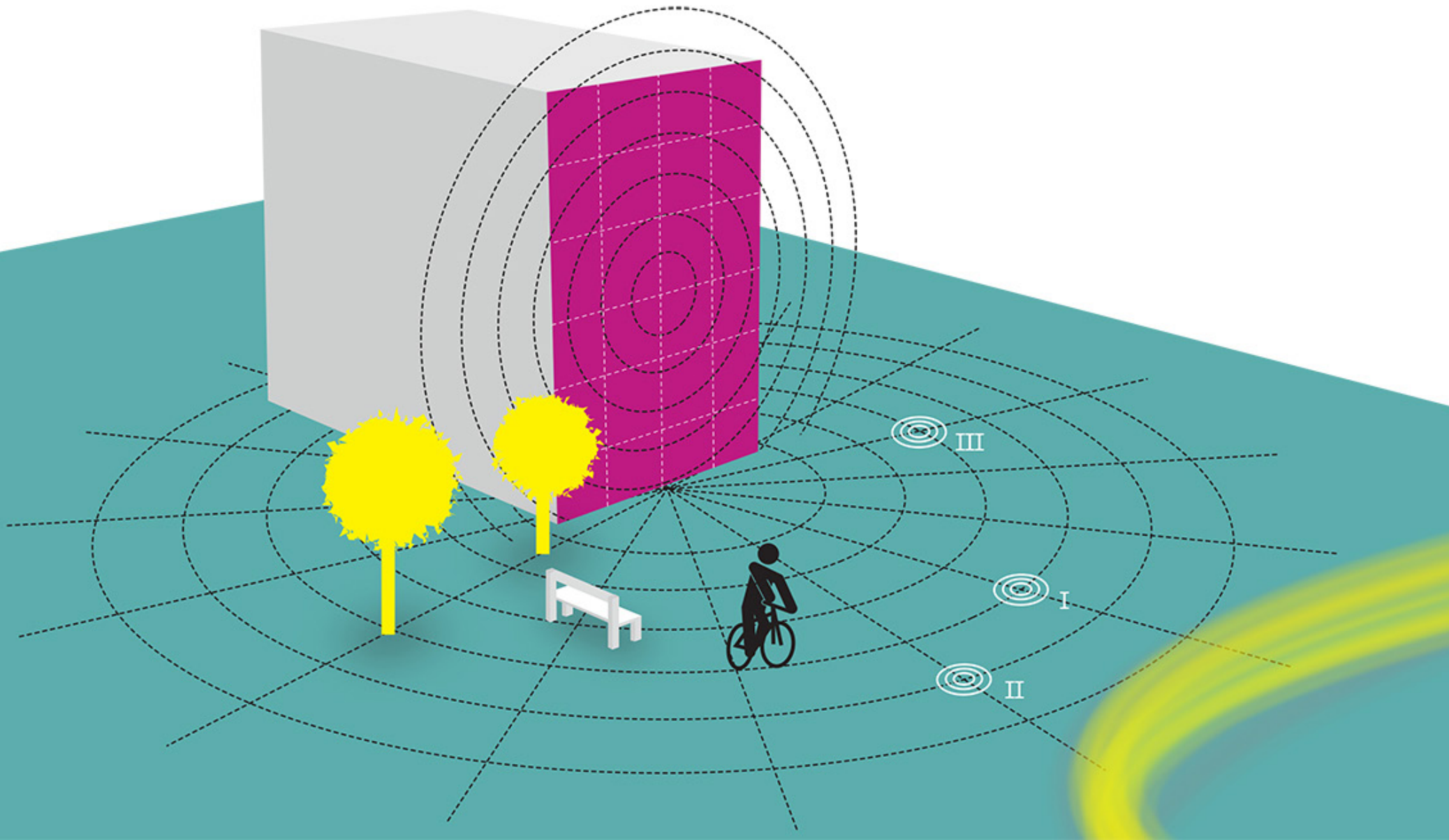
Individual

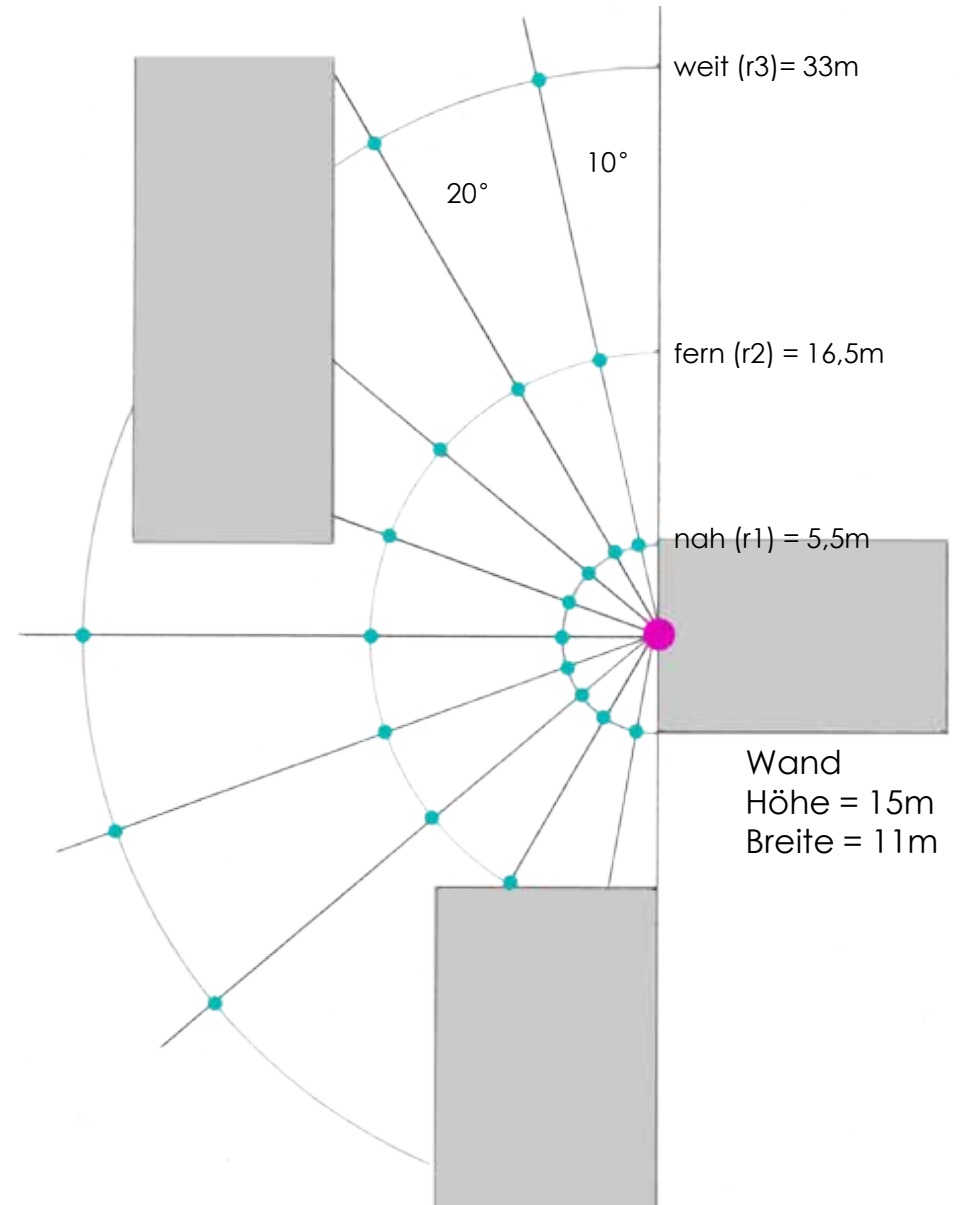


Time

Space

In regard to a potentially designable wall, the guideline Space refers to spatial contents and functions, visual axes, light atmosphere and ways alongside a wall painting.

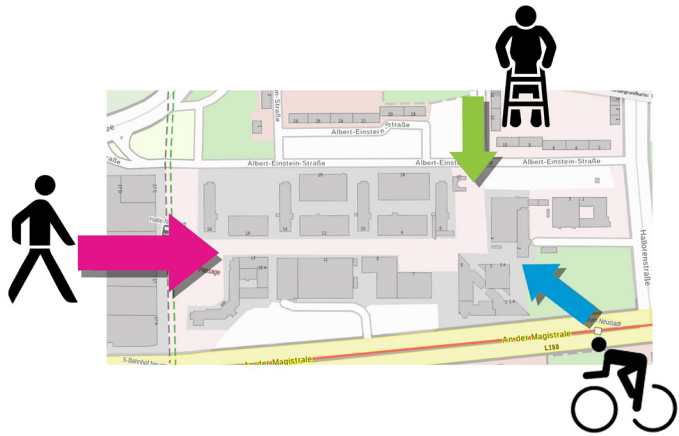
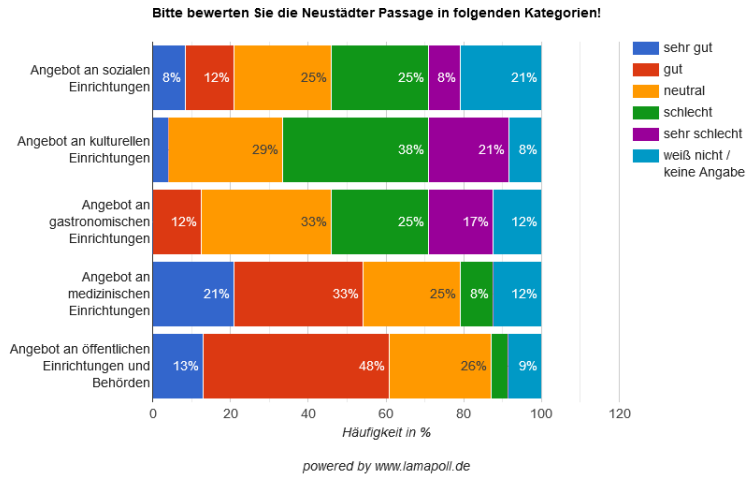




Circle method



temporary murals



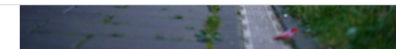
Surveys

Passage

Participate in our online survey under the following link and help us to get a better picture of the Neustädter Passage! Here you can assess the current status of the district centre in various categories at new centre management. All information will be treated confidentially.

SURVEY

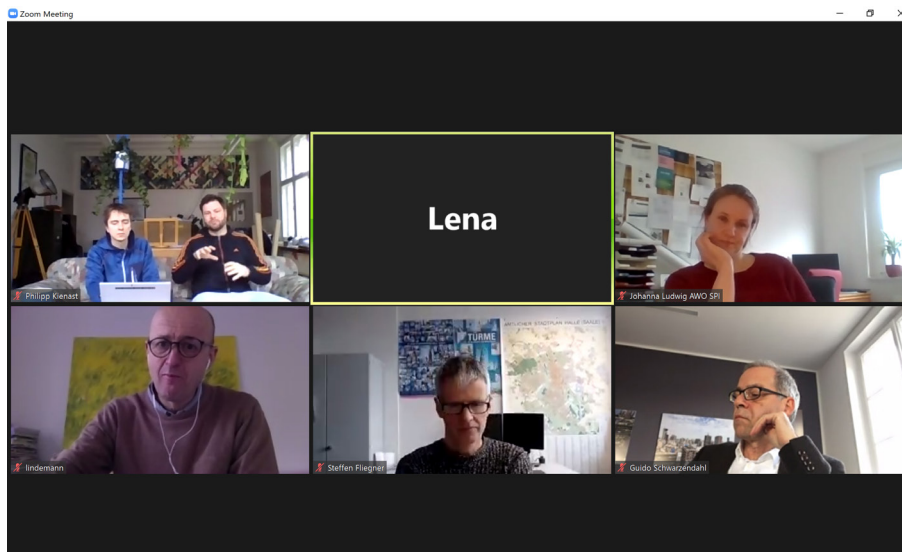
The Neustadt Passage is one of the most central places in the Halle-Neustadt district. At the foot of skyscrapers it forms on two levels and parallel to the HaNeu. Here you will find the Neustadt market, facilities and public institutions, such as the job centre or the Neustadt health centre. Every day, many people around the passage – yet at certain times the area and passageways seems to be little used and not



С «Пассажем 13» в центре уже есть место, которое не только является универсальным местом проведения мероприятий, но и послужило бы подходящей базой для планируемого управления центром. Под руководством science2public e.V. здесь собрались различные актеры, которые начали расширять Neustädter Passage семинарами и выставками, добавляя к нему новые предложения, а также привлекать сюда людей из других районов, интересующихся центром.



Workshops



Circle method

temporary murals

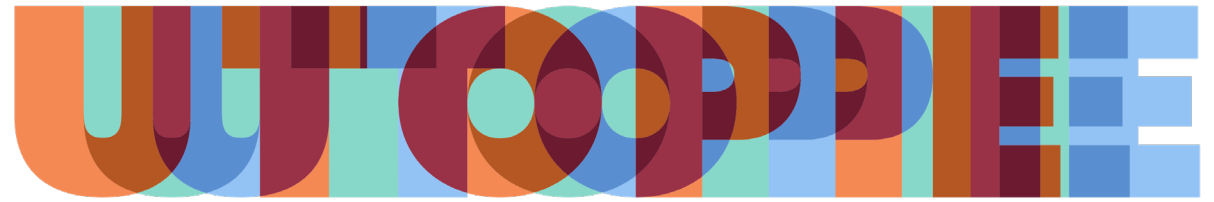


Surveys

Project homepage

Workshops

UTOPIE+UTOPIE+UTOPIE

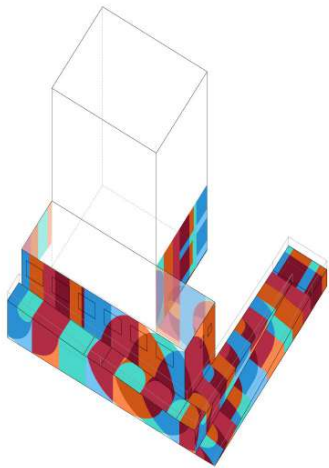


3 STRATEGY

UNFOLD THE STRUCTURE

We approach such a complex space by unfolding it, turning it into a more simple, flat, and abstract canvas. Then, we write three times the word "UTOPIE" and place it on the canvas. The word turns as the canvas unfolds.

We propose to paint a geometric transparency effect, which chromatic interactions refer to some of the city's significant works of public Art, such as the murals by Josep Renau or the masonry walls of many of the block's façades.



Axonometric
Unfolded structure with the design

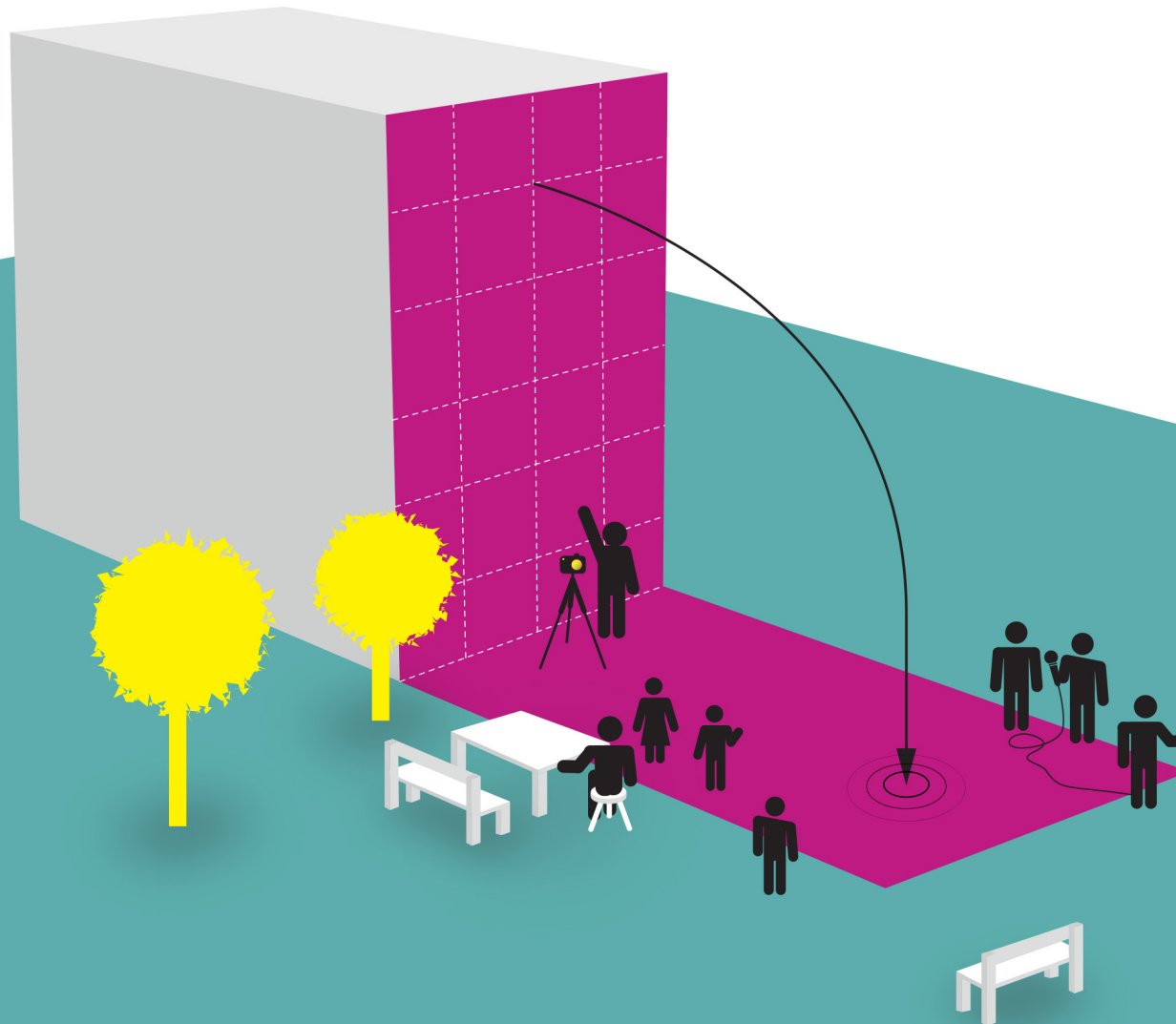
UTOPIE

1. «plan, project, doctrine or ideal system that appear to be very difficult to execute.»
2. «imaginative representation from a future society with becoming features for humanity.»

Meaning a society so perfect and idealized that it is practically impossible to achieve.



Wall & Space





Utopie

Sketch

Info



jobcenter

Reisebüro
& Cafe
In der 18. Etage über der Hohen
Torestraße 100 100 100 100







People appreciate being involved

We need more money for more quality

Halle-Neustadt needs Public Art

Thank you!