IN / OUT
DESIGNING INCLUSION
AND HOSPITALITY
Metrolab Brussels' MasterClass 2017
January 23rd – February 4th, 2017
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The Metrolab Brussels’ MasterClass is conceived as an intensive pedagogical and practical experimentation on urban situations. Lead by international master tutors, the MasterClass brings students, researchers, professors, local actors and professionals from different fields of knowledge to reflect together on a specific theoretical issue, on the basis of selected empirical cases. The observation is conducted according to a methodology and targets proposed by the master tutors and it implies the direct interplay with the projects chosen as cases, and hence with the related actors. The MasterClass includes lectures, fieldwork as well as group work in an international and interdisciplinary environment.

**Designing Inclusion and Hospitality**

Entitled “In/Out : Designing inclusion and hospitality”, our 2017 MasterClass will take place in Brussels, Belgium, from Monday Jan. 23rd to Friday Feb. 3rd, 2017. The activities, including workshops, presentations, lectures and conferences, will be conducted in English.

This 2017 MasterClass consists in :

- a collective, transdisciplinary exploration
- on the questions of social inclusion and urban democracy,
- taken from the perspective of space practitioners,
- using the conceptual frame of the hospitality of urban spaces
- and applied to four ERDF-Brussels projects

Each of these four projects illustrates a certain domain of urban life, where the question of social inclusion can be raised :

- Healthcare ( Project : Integrated facility for healthcare and social help – Médecins du Monde)
- Food (Project : Slaughterhouse, meat market and urban farm – Abattoirs)
- Culture (Project : Cultural center – Forest Abbey)
- Leisure (Project : Recreative park – Drohme)

While insisting on the fact that social inclusion in urban life can never be addressed only with architectural/urbanistic solutions, the organizers of the MasterClass believe that the qualities of urban environment represent a primary, necessary condition for every action, project or policy that attempts to increase spatial justice. Among the many possible qualities of urban environments, the works of the MLB MC 2017 will focus on those that have to do with the “hospitality” of a place – be it a public square, the surroundings of a building, or the inside of the building itself.

In order to study and to assess ERDF-Brussels projects through the lense of “hospitality”, and then to produce design proposals for more hospitable urban spaces, the participants of the MasterClass will have to look closely at the following dimensions:

“Hospitality” will be defined as the quality of any place that at once…

- invites, (readable, visible, appealing)
- allows, (accessible, accepting, enabling)
- hosts, (space capacity, reception, accommodation)
- comforts, (ease of stay, ease of move, ease of use)
- shelters (insulation, covering, protection)

Each of these five semantic dimensions of hospitality may be related to three sub-dimensions, which will be used as criteria for the description, analysis and assessment of the ERDF Brussels projects. The whole conceptual framework is only provisional, it will be detailed and discussed by the master tutors.

1. ABOUT
Metrolab Brussels

Metrolab Brussels is a trans-disciplinary and inter-university laboratory for applied and critical urban research, funded by the Brussels Capital Region through its ERDF program 2014-2020. To bridge academic, theoretical critique with more involved, applied and experimental forms of knowledge is an important challenge today for universities. The complexity of urban problems and of urban policies is such nowadays, that it does not make sense anymore - in the domain of urban research - to oppose “academic excellence”, “fundamental research”, on one hand, and “action research”, “policy research”, on the other. In the opinion of Metrolab Brussels’ promoters, what cities need today is a new kind of urban research that would be both elaborated on a theoretical level and realistic on a pragmatic level.

The action of Metrolab Brussels consists in the design, implementation and coordination of 13 projects of applied and critical urban research, directed towards a single public policy, the ERDF-Brussels program. These researches focus on a range of 10 to 20 concrete urban projects among the 46 actions/operations funded by ERDF for the period 2014-2020.

Through the scientific support offered to the ERDF program and the reflexive work carried out with the various related projects, MLB’s objectives are:

- to foster the quality and relevance of each of the ERDF projects followed
- to promote synergies and collaborations among the various local ERDF project leaders, and between these projects and scientific/institutional actors.
- to facilitate the embedding of the ERDF projects in Brussels’ complex territorial realities.

This scientific support, carried out continuously by 13 doctoral and post-doctoral researches, is punctuated with frequent events (seminar, conferences, and workshops) and biannual activities (thematic master classes and symposiums). The Metrolab Brussels project is conducted by UCL (University of Louvain) and ULB (University of Brussels) and federates four research centres: CRIDIS-UCL (social science), LOCI-UCL (architecture and urban planning), LOUISE-ULB (urban planning, infrastructure and environment), IGEAT-ULB (geography).

Besides key regional institutions (Bureau Bruxellois de la Planification, Bruxelles Environnement, CityDev, Innoviris), MLB actively collaborates with a large set of worldwide scientific partners.

ERDF, European Regional Development Fund

The main objective of the European Regional Development Fund - ERDF is to support, at a regional scale, the projects and activities which aim to reduce the economic disparity among the member states of the EU. ERDF subsidizes projects and activities that stimulate economic development, increase employment and help preserving the nature and environment in order to improve the quality of life, as well as to make EU regions more attractive.

On 3 April 2014, the Government of the Brussels-Capital Region approved a new operational program for the implementation of the European Regional Development Fund (ERDF) in Brussels for the 2014-2020 period. This program, according to the targets set at a European level by the EU2020 strategy, will contribute to the financing of projects intended to strengthen Brussels Region’s economic, social and territorial cohesion.

This program defines 4 priorities:

1. To increase research and improve the transfer and promotion of innovation,
2. To strengthen entrepreneurship and improve the development of SMEs in promising industries,
3. To support the development of a circular economy through the rational use of resources in promising industries,
4. To improve the quality of life for deprived neighbourhoods and populations.
2. ACTORS

The Master Tutors

The Master Tutors are experts of a specific discipline and/or on a particular subject. They lead the MasterClass providing a methodology that is formerly agreed with the organizers of the MasterClass. The methodology mirrors their expertise and makes it possible to work out a specific and in depth observation concerning the subject and the related case studies.

They assure their presence and availability during the intensive academic experience and proactively collaborate with the other members of the academic staff involved in the master class. The group of the Master Tutors, lead by Prof. Miodrag Mitrasinovitch, will also include Profs. Maya Willey, Teddy Cruz and Fonna Forman.

Miodrag Mitrasinovic is an architect, urbanist and author. Miodrag is an associate professor of Urbanism and Architecture at Parsons The New School for Design. He previously served as Dean of The School of Design Strategies (2009-12), and Chair of Urban and Transdisciplinary Design (2007-09). Miodrag’s research focuses on both generative capacity and infrastructural dimensions of public space, specifically at the intersections of public policy, urban and public design, and processes of privatization of public resources. He is the author of Total Landscape, Theme Parks, Public Space (Ashgate 2006), and co-editor of Travel, Space, Architecture (Ashgate 2009). Both books received Graham Foundation Grants in 2004 and 2006 respectively. His professional and scholarly work has been published internationally. He holds Ph.D. in Architecture from the University of Florida at Gainesville, M.Arch from The Berlage Institute, The Netherlands, and Ing. Arch Diploma from the University of Belgrade, Serbia. Before joining The New School in 2005, he held teaching and research appointments at the University of Texas at Austin [1998-2005], the University of Florida at Gainesville [1995-98], and at Kyoto University in Japan [1996-97].

Teddy Cruz is an American architect, urbanist, and Professor in Public Culture and Urbanism in the Visual Arts Department at the University of California, San Diego. Cruz studied at Rafael and continued his education at California State Polytechnic University, San Luis Obispo, and the Harvard Graduate School of Design. He is recognized internationally for his urban research of the Tijuana-San Diego border, advancing border immigrant neighbourhoods as sites of cultural production, from which to rethink urban policy, affordable housing and civic infrastructure. His investigation of this geography of conflict has inspired a practice and pedagogy that emerges from the particularities of this bicultural territory and the integration of theoretical research, pedagogy and design production. His practice and research convenes knowledge from across the fields of architecture and urbanism, environmental and social practice, political theory and urban policy, visual arts and public culture, and mediates the
interface between top down institutions (governments, universities, foundations) and bottom-up socio-economic, cultural and environmental intelligence embedded in communities.

Fonna Forman is founding co-director of the UCSD Center on Global Justice and the UCSD / BLUM Cross-Border Initiative. She is a political theorist best known for her revisionist work on Adam Smith, recuperating the ethical, spatial, social and public dimensions of his political economy. Her current work focuses on theories and practices of global justice as they manifest at local and regional scales, and the role of civic participation in strategies of equitable urbanization. Present sites of investigation include Medellin, Colombia and the San Diego-Tijuana border region. Recent work includes a volume with Amartya Sen on critical interventions in global justice theory, papers on ‘municipal cosmopolitanism’ and ‘political leadership’ in Latin America, and with collaborator Teddy Cruz, an exhibition on social housing in the Haus der Kulturen der Welt (Berlin). From 2013-14 she was a special advisor on civic and urban initiatives to the City of San Diego, and with Teddy Cruz led the development of its Civic Innovation Lab. She presently consults on social and economic rights for the Global Citizenship Commission.

Maya Wiley is the New Senior Vice President for Social Justice at the New School. She was most recently Counsel to Mayor Bill de Blasio, Mayor of New York City, where she advised the Mayor on legal matters involving City Hall and the executive staff, and also provided counsel to the Mayor on the legal aspects of policy and administrative matters. She also spearheaded special projects, such as expanding affordable broadband access across all five boroughs, jobs for all New Yorkers and civil and human rights and gender equity. She was the City’s Minority/Women Owned Business Enterprise Director and the Mayor’s liaison to the Mayor’s Advisory Committee on the Judiciary. In addition, Wiley is the Founder and former President of the Center for Social Inclusion, a national policy strategy organization on racial inclusion. A civil rights attorney and policy advocate, she has litigated, lobbied the U.S. Congress, and developed programs to transform structural racism in the U.S. and in South Africa. Wiley holds a J.D. from Columbia University School of Law and a bachelor’s degree in Psychology from Dartmouth College.
Invited universities and students

About 40 participants will gather for the two-week master class: 20 students come from UCL and ULB, the organising universities, and 20 students will be selected in 4 partner universities, in Europe and North America.

The selected partner universities are:
- EPFL, Ecole Polytechnique Fédérale de Lausanne (Switzerland)
- Parsons, The New School for Design (New York, United States)
- University of Sheffield (United Kingdom)
- The 4 cities Masterprogram in urban studies (Brussels, Vienna, Copenhagen, Madrid)

The working groups will be formed by the Metrolab Brussels’ coordinators, who will try to mix disciplines and profiles, in order to promote both transdisciplinarity and mutual learning.

Participants must study or have studied one of Metrolab Brussels’ core disciplines: urban planning/architecture, social sciences or geography. The minimum level to participate in the MasterClass requires to be either graduated from, or registered in a Master program (students who are already graduated and PhD candidates are more than welcome to apply). Fluency in English is necessary since the whole program will be conducted in English.

All 40 participants will be selected on the very same criteria: students will apply by sending a CV and an application letter (max 400 words). Architects and urban planners will also submit their portfolio (max 5 pages). All the documents will have to be submitted in English and sent to the relay local professor, before December 9th, 2017.

All these application documents will then be handed to Metrolab, for the formation of working groups.

Accompanying and relay professors

The accompanying and relay professor has a strong educational role, before and during the master class. Indeed he will be choosing the participants sent by his/her university, thanks to the application material sent by the candidates.

Moreover, one professor from the participant universities is welcome to come with his/her students to the master class.

During the master class itself and depending on his/her availability (4 days minimum), the professor’s participation will be decided together with the Metrolab. It can include participation to the jury (mid-review or final), presentation of a research project linked to the thematic to, panel discussion, etc.

Organisational details for students

The 40 participants will be hosted together for two weeks, in a residency spirit. All the participants will be accommodated in a hostel, in 4- to 6- bed rooms. Together with breakfast, lunch and local transportation, this expense will be at the charge of Metrolab.

Organisational details for professors

One round-trip flight ticket as well as lunches during the stay will be taken in charge by Metrolab for each university. Other expenses may be covered upon budget availability.
ERDF projects and actors

4 different ERDF projects have been chosen by Metrolab Brussels to from the 4 case studies of the 2017 MasterClass. These projects, in the domains of food trade, leisure, culture and healthcare, all raise questions of social inclusion and social justice. More background information on these case studies will be provided to the participants in a folder, before the MasterClass.

a) “Abattoirs” : slaughterhouse, meat market and urban farm

Project holder: Abattoirs limited society
Website: http://www.abattoir.be/en
ERDF subside: 9,779,913 €
Brief project description: The project consists in building a new slaughterhouse, and extending the meat market to a broader food market on the existing site of “Abattoirs d’Anderlecht”. In addition to the slaughterhouse, this new infrastructure will host a contact point for SMEs working on food, as well as lodging offices for associations and an urban farm on the roof. This project was included in the Masterplan of the Abattoirs limited company for the development of its site. The goal is to maintain a business area close to the city centre.

b) “Forest Abbey” : Cultural center

Project holder: Municipality of Forest, in Brussels
ERDF subside: 7,359,272 €
Brief description of the project: The project consists in creating a cultural centre as well as a quality green space inside the patrimonial site of the Abbey park. The park and the abbey will therefore welcome a large array of activities accessible to inhabitants of the area and of the municipality as a whole. These activities will include cultural, economic and social activities such as a public library, music school, cultural centre, auditorium as well as a restaurant/coffee place. The project, carried by the area public authorities is, on a larger scale to revitalize this area of the city.
c) “Drohme” : Recreative Park

Project holder: Société d’Aménagement Urbain (Office for urban planning and development)
Website: http://www.drohme.be/en
ERDF subside: 4,265,934 €
Brief description of the project: This project consists in renovating an old Hippodrome, at the side of the Soignes Forest, to make it a “melting park”, in other words, a park bringing together 5 types of activities: relaxation, leisure, nature, sport and education. The park will feature a playground, a golf course, several sport facilities (ice ring, halls, etc...), tree climbing equipment, several cafés and restaurants, etc. It will also host temporary events such as theatre plays, shows, food trucks... It is presented by the project holder as a project with both environmental and multi-generational ambitions, and a regional reach.

d) “Médecins du Monde” : Integrated facility for healthcare and social help

Project holder: Médecins du Monde / Doctors of the World, NGO
ERDF subside: 7,400,000 €
Brief description of the project: The NGO plans to open 2 single-window health and social centres in areas of the city with a high rate of poverty (Molenbeek and Anderlecht). These two centres will host several services: general medicine, physiotherapists, nursing, family planning, mental health, support for drug addicts as well as a general social service. These structures will supplement the work done by already existing structures and will aim at welcoming local population, as well as displaced populations (refugees, migrant families), by promoting social-cultural diversity, and unconditional accessibility.
2. ACTORS

The methodology of the MasterClass 2017 will be presented in details to the participants by the Master Tutors on the first day, Monday Jan. 23rd 2017. Here, we just outline a few basic elements:

Expected results:
- The participants’ works, while being conducted in a spirit of research and experimentation, are expected to result in detailed, insightful and pragmatic propositions that could be considered and integrated by the ERDF project holders on the four sites – knowing that each project holder has reached a different stage in her project’s process.
- The MasterClass’ works and proposals will be collected and edited in a publication, later in 2017. More informations on the publication will be given during the MasterClass. An example of a publication of a previous MasterClass (“Re-Work. Making place for industry, logistics and Wholesale in Brussels” – 2012) will be provided to the relay professor of each invited university.

Proceedings:
- The MasterClass’ Week 1 starts with a first day (Monday, Jan. 23rd) of presentation of theoretical elements (the conceptual framework of the hospitality of urban spaces) and practical informations about the projects. Then follows a first visit of the four ERDF sites for the whole group of participants.

- The three following days (Jan. 24-25-26th), the eight working groups focus on the visit, the description, the analysis and the first design proposals related to their case/site.

- On the last days of Week 1, Friday Jan. 27th, the whole group attends the public conference “In/ Out : Designing Inclusion and hospitality”

- Week 2 starts with two days of fieldwork (Jan. 30th and 31st). The Master Tutors bring the students to observe concrete situations in Brussels that will help them to contextualize and strenghten their contributions.

- On Wednesday Feb. 1st, the eight working groups meet ERDF actors and project holders, to present and test their provisional results.

- The last days (Feb. 1st-2nd-3rd) are dedicated to the revision and the finalization of each group’s proposal.

Assessment
The groups’ works will be assessed twice by a Jury composed by:
- the Master Tutors
- some Metrolab Brussels’ members
- some ERDF actors

The “mid review” will take place on Thursday Jan 26th and the final review on Friday Feb 3rd.

Related events:
- Two additional public lectures will be given in the evening, on Tuesday Jan. 24th and Tuesday Jan. 31st.
- Festive events will be held at the end of Week 1 and Week 2, on Friday Jan. 27th and Friday Feb. 3rd.
4. TIMETABLE

Here is an indicative timetable (subject to change). A definitive calendar will be provided to each participant before the beginning of the event.

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<td>9am</td>
<td>Theoretical and practical guidelines</td>
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<td>12pm</td>
<td>Group visits per site</td>
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<td>Split group work</td>
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<td>Group work per site</td>
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<td>Masters Introduction &amp; Jury Feedback</td>
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<td>Fieldwork</td>
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5. CONTACT

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