

MANIFESTA13 MARSEILLE

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Winy Maas with MVRDV and The Why Factory Present Initial Findings in Urban Study of Marseille for Manifesta 13

On Friday, the 1st of February 2019 at L'Alcazar in Marseille, Winy Maas, co-founder of the Dutch architecture and urban design office MVRDV, and director of The Why Factory, the thinktank on the future city at the Technical University in Delft, presented *The Grand Puzzle*, a 1200-page interdisciplinary pre-biennial research study of Marseille and its metropolitan region. The findings included analyses of the city through interviews and spatial data, and based on this, suggestions for possible urban interventions.

Receiving overwhelmingly positive feedback from the local, national, and international community, the next step is for the study to be contextualized, analyzed, and refined as it becomes a tool for Marseillais to imagine possible futures for their city. *The Grand Puzzle* will also then serve as an inspirational tool to build on while developing artistic and cultural interventions before and during the biennial which will take place throughout the Marseille region between the 7th of June and the 1st of November 2020.

Following the successful introduction of this model in Manifesta 12 Palermo, this is the second time that Manifesta has commissioned an urban study with the purpose of putting the city itself on a stage, fusing various disciplines, and aiming to weave the next stages of Manifesta deeply into the tissues of Marseille society.

Director of Manifesta 13, Hedwig Fijen said,

Manifesta's unique approach to include architects and urbanists into its biennial model is focused on the goal to create a far more complex, kaleidoscopic, analytical prism reflecting the inhabitants' thoughts about their city and the current connections between the city and the rest of France, the city and the rest of Europe, and the city and the Mediterranean – extending to the sea in a broader sense.

This collaboration proves the commitment of Manifesta and the city of Marseille to develop a biennial which is truly engaged with Marseille's rich artistic ecology, its contradictions, its spirit of coexistence, and the need for a new urban vision for the future of the metropole not only in a spatial-geographical way but in a much more holistic way.

Marie Hélène Féraud-Grégori, Councilor of the City of Marseille for the Opera, Odeon, and Contemporary Art stated,

Manifesta asks questions specific to a territory and highlights, thanks to the vision of artists, the human and societal issues for its future.

Marseille, the gateway to the south of Europe, the first port in France, has always been a place of exchange and integration in a world suffering from division. Marseille is a city which is open 180° toward the sea; a city where the sea is within the DNA. And overall, the sea holds our future as it carries the major challenges for the future of our planet and humanity.

This study shows that Marseille's candidacy, as a host city of Manifesta, was obvious.

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The study offers a reflection of the city's current situation in comparison with other cities. It reveals its specificities, its possibilities, its necessities, and its complexities; forming a "portrait" of the "Grand Puzzle" of Marseille. Deriving from these findings, a number of spatial interventions are suggested, illustrating a path for potential solutions and directions. Ultimately, *The Grand Puzzle* is a tool for citizens to rethink the potential of their city and its surrounding area. It is structured in 9 chapters with the aim to guide the reader in the discovery of the "Grand Puzzle," without aspiring to claim a fixed conclusion or single simplistic view of this complex city. The ambition of the study is to highlight the potentialities of the city and its metropole and to put these in a European perspective – finding the themes that echo the critical issues Europe and Marseille face today.

Winy Maas, Co-Founder MVRDV said,

The research project was designed to highlight, enlarge, and manifest the potentials, necessities, and beauties of Marseille. The work is an attempt to read the city in an urbanistic way, letting the contrasts and contradictions that characterize the city emerge and speak for themselves.

Being outsiders, we understand that this urban analysis of Marseille is executed at a specific and short moment in time, and as a result cannot have one universal, objective description as its product.

The Grand Puzzle is designed not only to leave a tangible legacy for Marseille but is also intended to create discussion about the future of the city while serving as a basis for the upcoming Manifesta 13 architectural intervention. The forthcoming intervention represents a new model to visualize the ideas of the urban research study into a material form. It will be developed in the next few months and opened this spring as a symbol of unlocking the potential of the city of Marseille in collaboration with – and catering to the needs of – the citizens of the Marseille metropole.

Hedwig Fijen, Manifesta 13 Director noted in her speech,

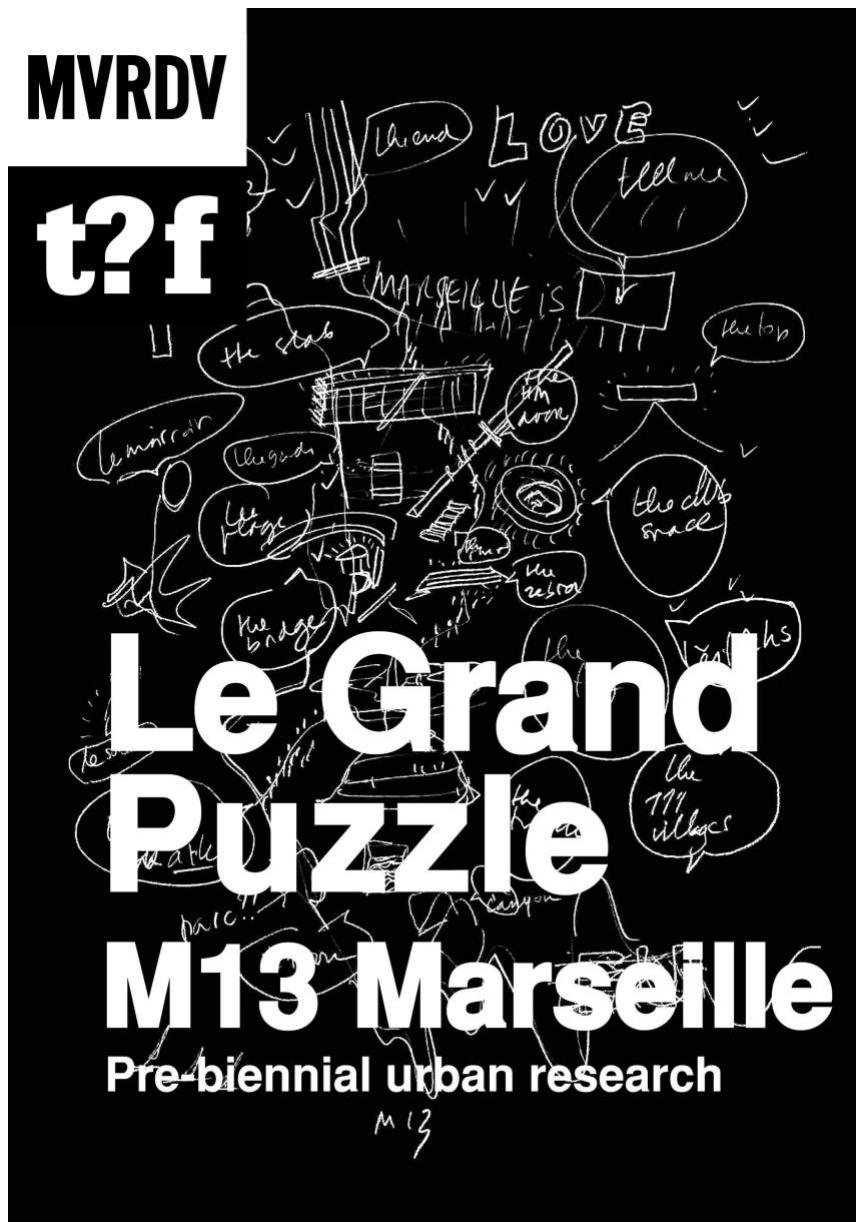
With this intervention Manifesta aims to continue its unique strategy to extend beyond just engaging audiences with international contemporary art but providing citizens from Marseille and its area with tools to imagine the future of their metropole. This, in a time the city is maybe ready to become more inclusive, more compatible, in a moment of Europe's history, where we are hopefully able to prove what culture can do.

MVRDV and The Why Factory approached the initiative with a collaborative research-based method which emphasized sustainable solutions. In Marseille, MVRDV and The Why Factory worked closely with students from the National Higher School of Architecture (ENSA) and the National Higher School of Arts and Design of Marseille.

Taking place between the 7th of June and the 1st of November 2020, Manifesta 13 Marseille will consist of an interdisciplinary program of artistic events broadly in the areas of art, urban development, contemporary culture, education, theory, research, and mediation throughout the Marseille region.

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Annex 1: Selection of Images from *The Grand Puzzle* and Process

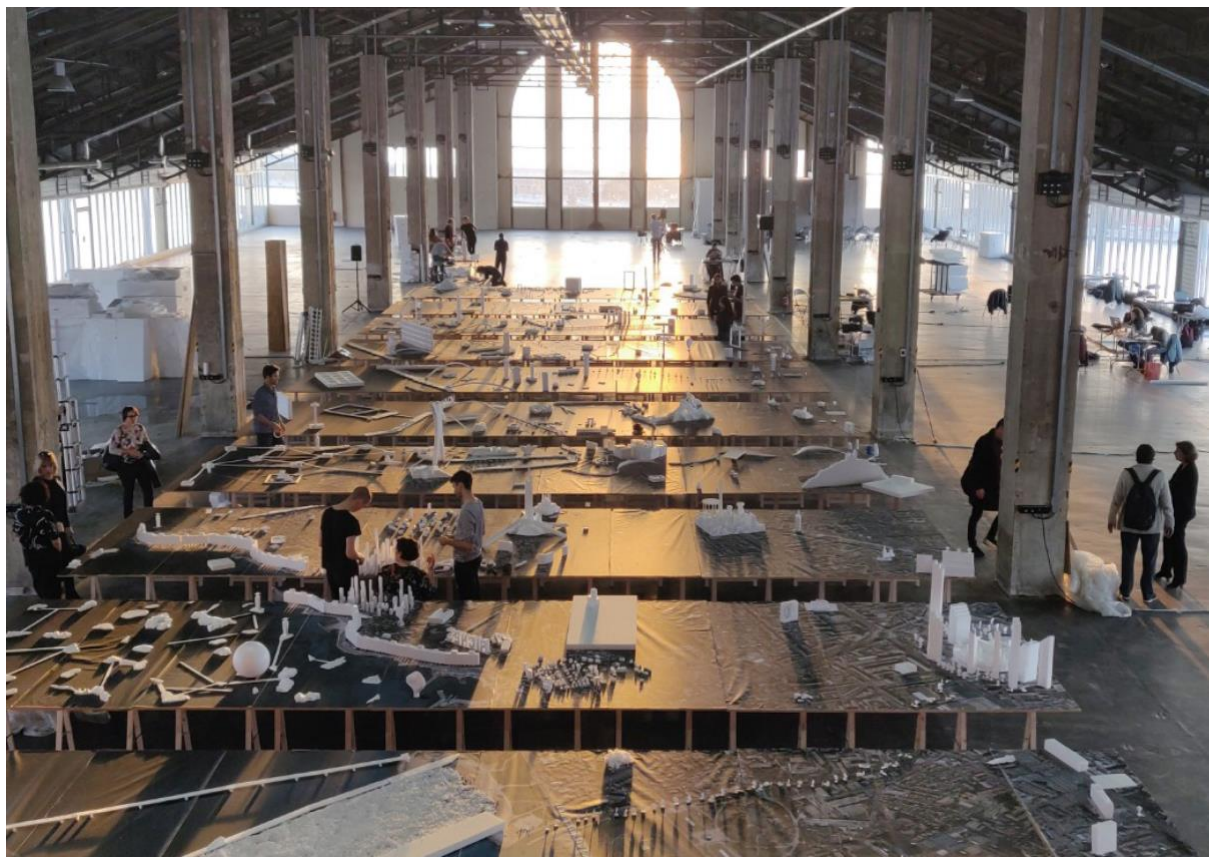


Cover, *The Grand Puzzle* © MVRDV / The Why Factory

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Natural Areas Map, The Grand Puzzle © MVRDV / The Why Factory



Marseille Moments Workshop © MVRDV / The Why Factory

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About Winy Maas / MVRDV / The Why Factory:

Winy Maas (Schijndel, the Netherlands, 1959) is a co-founder and principal architect of MVRDV, an award-winning interdisciplinary Dutch practice he set up alongside Jacob van Rijs and Nathalie de Vries in 1993. Maas has received international acclaim for his range of urban planning and building projects, across all typologies and scales, that are self-generated, innovative, experimental, and theoretical, including the Dutch Pavilion at Expo 2000 in Hannover, Rotterdam's Market Hall, the Book Mountain public library in Spijkenisse, the Taipei Twin Towers, Vanke's Head Quarters in Shenzhen and the first publicly accessible art depot in the world, Depot Boijmans Van Beuningen which is scheduled to open in 2020. In addition, he has developed several masterplans, including a vision for the future of Greater Paris, the Left Bank in Bordeaux and the waterfront of Oslo.

Besides his work for MVRDV, Maas is Professor of Urbanism and Architecture at the Delft University of Technology. In 2008, he founded The Why Factory at the TU Delft, a research institute which he leads as director, exploring the possibilities for the development of our cities by focusing on the production of models and visualisations for cities of the future.

(www.mvrdv.com and www.thewhyfactory.com)

About Manifesta:

Manifesta, the European Nomadic Biennial, originated in the early 1990s in response to the political, economic, and social change following the end of the Cold War and the subsequent steps towards European integration. Manifesta has developed into a platform for dialogue between art and society by inviting the cultural and artistic community to produce new creative experiences with, and not for, the context in which it takes place. Manifesta rethinks the relations between culture and society investigating and catalyzing positive social change in Europe through contemporary culture in a continuous dialogue with the social sphere of specific place.

Manifesta was founded, and is directed, by Dutch art historian, Hedwig Fijen. Each new edition is fundraised individually and managed by a permanent team of international specialists. Manifesta is working from its offices in Amsterdam and Marseille.

Manifesta 13 Marseille Artistic Team:

Katerina Chuchalina
Stefan Kalmár
Alya Sebti
Marina Otero Verzier

Manifesta 13 Marseille is an association created by the International Manifesta Foundation and the City of Marseille. It is supported by the City of Marseille, the French Ministry of Culture, and the Departmental Council of Bouches-du-Rhône.

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Previous Manifesta Host Cities:

- Manifesta 1**, Rotterdam (Netherlands, 1996)
- Manifesta 2**, Luxembourg (Luxembourg, 1998)
- Manifesta 3**, Ljubljana (Slovenia, 2000)
- Manifesta 4**, Frankfurt (Germany, 2002)
- Manifesta 5**, Donostia-San Sebastián (Spain, 2004)
- Manifesta 6**, Nicosia (Cyprus, 2006 – cancelled)
- Manifesta 7**, Trentino-Alto Adige (Italy, 2008)
- Manifesta 8**, Murcia - Cartagena (Spain, 2010)
- Manifesta 9**, Genk-Limburg (Belgium, 2012)
- Manifesta 10**, St. Petersburg (Russia, 2014)
- Manifesta 11**, Zurich (Switzerland, 2016)
- Manifesta 12**, Palermo (Italy, 2018)

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