



## New European Bauhaus: Commission launches design phase

Brussels, 18 January 2021

Today, the Commission launched the design phase of the New European Bauhaus initiative, announced by President **von der Leyen** in her 2020 State of the Union [address](#). The New European Bauhaus is an environmental, economic and cultural project, aiming to combine design, sustainability, accessibility, affordability and investment in order to help deliver the European Green Deal. The core values of the New European Bauhaus are thus sustainability, aesthetics and inclusiveness. The goal of the design phase is to use a co-creation process to shape the concept by exploring ideas, identifying the most urgent needs and challenges, and to connect interested parties. As one element of the design phase, this spring, the Commission will launch the first edition of the New European Bauhaus prize.

This design phase will lead to the opening of calls for proposals in autumn this year to bring to life New European Bauhaus ideas in at least five places in EU Member States, through the use of EU funds at national and regional level.

European Commission President, Ursula **von der Leyen**, said: *"The New European Bauhaus is a project of hope to explore how we live better together after the pandemic. It is about matching sustainability with style, to bring the European Green Deal closer to people's minds and homes. We need all creative minds: designers, artists, scientists, architects and citizens, to make the New European Bauhaus a success."*

Mariya **Gabriel**, Commissioner for Innovation, Research, Culture, Education and Youth said: *"With the New European Bauhaus our ambition is to develop an innovative framework to support, facilitate and accelerate the green transformation by combining sustainability and aesthetics. By being a bridge between the world of art and culture on one side and the world of science and technology on the other, we will make sure to involve society as a whole: our artists, our students, our architects, our engineers, our academia, our innovators. It will kick-off a systemic change."*

Commissioner for Cohesion and Reforms, Elisa **Ferreira** commented: *"The New European Bauhaus is about how we live together, our values, our common spaces of work and leisure, our collective and private experiences. This is a project for all regions and territories in Europe. In promoting affordable solutions, it should contribute to social cohesion and to solving housing problems. If we want to bring real change around us – for a more beautiful, sustainable life together, we need to think about how the New European Bauhaus can bridge the generation of new ideas with implementation in physical places. We are therefore exploring across the Commission how our tools could be mobilised to launch a first set of concrete New European Bauhaus actions."*

### Background

The New European Bauhaus is a creative initiative, breaking down boundaries between science and technology, art, culture and social inclusion, to allow design to find solutions for everyday problems.

On the dedicated website launched today, artists, designers, engineers, scientists, entrepreneurs, architects, students, and all interested people can share examples of inspiring achievements for the New European Bauhaus, their ideas about how it should be shaped and how it should evolve, as well as their concerns and challenges.

This is the beginning of an innovative co-design process. Organisations that want to put more effort into their engagement in this process can become 'Partners of the New European Bauhaus,' by responding to the call on the website.

In the coming months, the Commission will award prizes to existing examples that represent the integration of the key values of the initiative, and that may inspire the discussions about, and the transformation of, the places where we live.

In the next phase of the initiative – the 'delivery' phase, five pilot projects will be set up to co-design new sustainable and inclusive solutions with style. The objective of the third phase – 'dissemination', is to spread the ideas and concepts defining the New European Bauhaus via new projects,

networking and sharing of knowledge, in Europe and beyond.

**For more information \***

[New European Bauhaus website & 'New European Bauhaus explained'](#)

[New European Bauhaus Instagram](#)

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[Csser Gabriel's opening remarks](#)

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