

Potsdam, Cannes 10 March 2015

PRESS RELEASE

**Baukultur at MIPIM. The Baukultur Report 2014/15 as a challenge to the international real estate industry.**

**Once again, the German Federal Foundation of Baukultur is represented at the MIPIM in Cannes, where it is presenting the Baukultur Report 2014/15, which is now available in English and French. In an increasingly global real estate industry, it is a matter of ensuring quality standards and good processes in planning and building. Therefore, the Federal Foundation is internationally promoting architecture and engineering in Germany with successful examples.**

That Baukultur is also of great interest for the real estate industry is shown by the Baukultur Report 2014/15, which highlights the long-term value of good planning and construction, by referencing numerous examples of best practice. Baukultur is difficult to measure economically, but critical to the value of a property: the location, the architecture, intelligent floor plans, and amenities all lead to an increase in value and pay off for new constructions as well as renovations. The focus areas of the Baukultur Report—“Mixed Neighbourhoods”, “Public Space and Infrastructure”, “Planning Culture and Process Quality”—play an important role. Because these topics are internationally relevant, the CEO of the Federal Foundation of Baukultur, Reiner Nagel, is now also presenting **the report in English and French editions** at the **German Pavilion**, as part of the MIPIM international real estate show. On 11 March at 11:00, Reiner Nagel will discuss the role of Baukultur in the real estate industry with Fried Nielsen from the German Embassy in Paris, and the renowned architects **Eike Becker, Uli Hellweg, and Jürgen Mayer H.**

More and better housing are important issues in all major European cities. Combining sustainability, affordability, and design quality is **transnational challenge**. Across Europe, buildings, roads, and public spaces from the post-war era need to be rebuilt and renewed, and not just in Germany do citizens want to be increasingly involved in decision-making processes. To that end, the Baukultur report not only provides facts and figures, but also good examples and concrete recommendations for policymakers, planners, and investors. The results of a survey conducted specifically for the report also illustrate **residents’ real desires and needs** for their cities and direct living environments.

Not least, the Baukultur Report also clarifies the **large economic significance** of building and the real estate industry: the German construction volume is as large as the total government expenditure—57% of the gross fixed capital formation and 84% of the national wealth are in real estate. In addition, the actual number of construction professionals and their professional range is larger than is commonly assumed. Thereby, the real estate industry—with 453,000 employees in Germany in comparison to 268,000 architects, building engineers, and other planners—has a particularly large impact as project developers, building contractors, or owners of existing building stock on the appearance of our living spaces, and thus **major responsibility for Baukultur!**

The programme of the Federal Foundation of Baukultur at MIPIM 2015 in Cannes  
German Pavilion, Riviera Hall, R7.G38

**Tuesday, 10 March 2015, 16:30**

Reception of the Federal Ministry of Economic Affairs and Energy  
with a welcoming by Reiner Nagel

**Wednesday, 11 March 2015, 11:00**

Panel Discussion:

The Baukultur Report 2014/15—The Role of Planning in the Real Estate Market  
with Reiner Nagel, Fried Nielsen, Eike Becker, Jürgen Mayer H., and Uli Hellweg

**Wednesday, 11 March 2015, 16:00–17:00**

German Hour 1:

Process Experience / Innovation Competence / Green Building

Conversation between Reiner Nagel and Prof. Dr. Hans Sommer (Drees + Sommer)

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