

"THE INDIVIDUAL AND THE FUTURE OF THE CITY", 27.08.05

ESTIMATING A VALUE FOR ASPECTS OF THE SOCIAL NETWORK IN DRESDEN-PROHLIS. A tour by Eva Hertzsch and Adam Page

Eva Hertzsch and Adam Page requested the congress participants to turn up at the World Trade Centre on 27.08. dressed as property investors for a tour of a highrise estate called Prohlis on the outskirts of Dresden. Instead of being given a tour guide, the group was then given instructions by cellular phone. They were requested to go to Prohlis and view a number of properties there. On the bus journey, one participant was asked to read out the following text to the group to prepare them for their visit:

"In order to reduce its 800 Million Euro debt, Dresden's City Council has decided to sell its Municipal Housing Association, WOBA, to the highest bidder. This means that a block package of 40,000 flats is for sale in the city. You are about to arrive in the Prohlis estate where the Municipal Housing Association owns 6,000 flats. These flats are for sale. Their sale price however does not include the value of the large social network in Prohlis. You will be taken on a tour around parts of the social network. Please estimate a value for each individual aspect of the social network you view. Your estimates will be used to calculate a social value for Prohlis which can then be added to the price of the flats."



They visited 10 properties in Prohlis. When in front of the property, the participants were asked by cellular phone to read out from their information packets about the social activities being run by the people living there. They were then asked to assess each activity's value. The following descriptions were read out in front the properties:

Maxie-Wander-Str. 12

Silke Klimmer lives here. Silke Klimmer is self employed. She is running a non profit-making project with local residents, especially unemployed people, which she calls "30 Years of New Prohlis in Pictures". The group is collecting photographs taken here in the last 30 years. It is also taking new photographs of the current situation. The group is also collecting stories about Prohlis and writing a text. The group will make a CD with the pictures and text ready for next year. Please estimate a social value for this project. As a guideline, Silke Klimmer's flat will cost an investor 20,000 EUR

Kurt-Tucholsky-Str. 2 + 4

You will see that the building is empty and boarded up. 4 months ago, the tenants were asked to leave their flats and move to other housing in Prohlis. 70% of the tenants did this. 30% moved away from Prohlis. The building was emptied for demolition. The demolition of this building is part of a central government program called "Stadtumbauost" or "Town Reconstruction, East". The demolition program is a reaction to the 40% redundancy in housing in eastern Germany. Since 1990, 800,00 new flats and homes have been built in eastern Germany using Government subsidies. This created a massive surplus. To reduce

the surplus, 400,000 "old" flats will be demolished by 2009. Dresden's WOBA Housing Association has plans to demolish 4,400 flats in total, including around 1,500 in Prohlis. If this is completed, it will receive 21 Million EUR debt relief from central government.



Christian-Morgenstern-Str. 5

The Contact Point supports single mothers and provides a play group, advice centre and youth activities. It is running a non-profit making project in which local young unemployed people can make a video of themselves which they can use for job applications. They pick up experience with video cameras, audio, cutting and presentation. Please walk to the end of the block and you will see a mud hut on your left, set back on the grass. This meeting space was made by residents and the Contact Point. Please estimate the social value of both the Contact Point and the Clay Hut area. As a guideline, if and when the "Sternstädtchen" Estate is demolished, a new single family home here will cost around 250,000 Euro.

Georg-Palitzsch-Str. 79

Look up at the second floor balcony on the corner. Monika Krömtz lives here. Monika Krömtz is a pensioner. She is voluntarily running a "Painting Group for Women" aged 18 to 78 who are unemployed, single or pensioners. They organise activities, help each other solve problems and exchange information. They meet once a week to paint and once a week to talk. Please estimate Monika Krömtz's social value. As a guideline, her flat will be sold for 20,000 Euro

Senftenberger Str. 38

This is the social second hand furniture exchange. Here low income people can choose free second hand furniture and have it delivered to their homes free. Workshop facilities and repair skills are offered for free too. The workshops are run by 10 Job Scheme technicians and practice a job integration policy for immigrants from Russia. The exchange celebrates a "Tag der Gebrauchsgüter" or "Second Hand Day" once a year. Please estimate the exchange's social value. As a guideline, in Dresden a new fitted kitchen costs on average 3,000 Euro.

Finsterwalder Str.

This is an adventure playground run by the "PIXEL" Kids and Youth Club. This is a favourite meeting place for a group of young Russian immigrants. Please estimate the adventure playground's social value.

Albert-Wolf-Str. 1

Look up at the fourth floor balcony, left hand side. Bekir Zabunoglu lives here. He is planning a project for a non-profit making holiday camp and a bicycle repair workshop in an empty school building in Prohlis. The holiday camp is for children who do not go away on holiday in summer. The project will offer diverse activities to counter boredom amongst young people. The project's slogan is "Erholungsort Prohlis" or "Prohlis - a place for recreation". Please

estimate the project's social value. As a guideline, Bekir Zabunoglu's flat will be sold for 20,000 Euro.

Prohliser Allee 5

Look up at the fifth floor, far left. Patrick Pietzsch lives here. In 2003 he formed a show dance group called "Black Angels" with three girls at Hülse Comprehensive School in Prohlis. They received 1000 Euro from the Dresdner Bank to buy costumes and equipment. He is the only male member of the group. They danced at last year's Prohlis Summer Festival. Please estimate the project's social value. As a guideline, Patrick Pietzsch's flat will be sold for 20,000 Euro.

Snack Stand, Albert-Wolf-Platz

Dresden's City Council sees such snack stands as being ugly and unhygienic and whenever possible it removes them. These low budget, flexible stands are disappearing in Dresden. Please estimate this snack stand's social value. By the way, this is an option for lunch today.

On-line Büro, Herzberger Str. 50

Ingrid Körner works here. She is running a non-profit making digital workshop for unemployed residents. She teaches them computer skills. The workshop is setting up an on-line information pool and digital map about social meeting places in Prohlis. Please estimate the social value of this workshop.

Lunch Options in ProhlisZentrum

There is the Prohliser Sportcafe selling Doner Kebap on the left side.

There is a snack van selling spare ribs and turkey legs in the central outdoor space.

Downstairs at the back end of the Arcade there is an Asian Snack Bar and Take Away and hot food at the Butcher's. Please estimate the social value of the place where you have lunch!! Thank you!

