

OSKAR VON MILLER FORUM

PRESS RELEASE

City Fair Sharing - Target Group Oriented Urban Development

A lecture by Eva Kail on 16 May 2024 at the Oskar von Miller Forum and via livestream at www.ovmf.de

The city is a multi-layered structure. Urban structures and mobility conditions, the range of social and green infrastructure have a decisive influence on living conditions. Vienna is internationally recognised for the breadth and methodological depth of its gender planning approaches.

The presentation will trace the long history of target group-oriented planning in Vienna and its influence on urban development, which began 33 years ago with the exhibition "Who owns public space - everyday life for women in the city". The diverse thematic and methodological approaches and their concrete added value are illustrated by numerous Viennese examples. The impending post-fossil transformation of urban structures poses a great challenge, but also offers great potential for many different groups when viewed through a gender lens.

In Vienna, gender-sensitive approaches have been most consistently implemented in the design of parks and playgrounds. Based on six pilot projects, four of which were co-determined, an evaluation produced guidelines that have since formed the basis for all new planning and redesign.

Seestadt Aspern, a 240-hectare former airfield, is one of the largest and most ambitious urban development projects in Europe. In this new urban district, the already established gender planning approaches of quality assurance were also applied. The qualities and concrete effects in everyday life can be observed in the already built neighbourhoods.

Lecture in German

About

Eva Kail studied spatial planning and regional science at the Vienna University of Technology and was until recently responsible for gender planning and target group-oriented quality assurance at various scales and in various fields for the City of Vienna's Urban Planning Department. She coordinated more than 60 gender-sensitive pilot projects in the fields of housing, urban development, mobility and the design of public spaces and parks.

As one of Europe's leading experts on gender planning, she continues to work as a consultant and lecturer at international level.