

<b>BME Faculty of Architecture</b>		<b>Department of Urban Planning and Design</b>	
		<b>Department of Construction Technology and Management</b>	
Name of the course: <b>Interdisciplinary, Project Based Design</b>		Code: <b>BMEEPTCEP02</b>	
A tárgy angol neve:			
Grading: <b>practical</b>	Credits: <b>8</b>	Location in the curriculum: <b>Erasmus</b>	
Lecturer: <b>KÁDÁR Bálint</b> <b>KLANICZAY János</b> <b>LEPEL Adrienn</b>	Person in charge <b>KÁDÁR Bálint PhD</b> at the department: <b>LEPEL Adrienn PhD</b>		

### *COURSE REQUIREMENTS*

<b>Requirements of signing up for the subject:</b>	Registration in the NEPTUN system. Prerequisites: according to university regulations
<b>Type of classes:</b>	lectures, student presentations, consultation, workshops, site visits
<b>Requirements of appearance:</b>	According to university regulations, attendance at classes has to exceed 70%! The lecturers may make attendance-sheets during any of the classes.
<b>Requirements during class period:</b>	active (online) presence, project presentations according to schedule
<b>Tasks with deadline:</b>	To be announced in September
<b>Requirements for signature:</b>	Appearance has to exceed 70%. Accepted project presentations
<b>Evaluation at the end of the semester:</b>	Evaluation is based on quality of presentations.

# DUNA-ÚJ-VÁROS

## Urban Planning x City Branding: Future Recreational Uses by the Danube

What should be done with the riverside of the Danube? Who will be the future users, and what amenities will they use? How can an urban master plan be disseminated and branded in order to convince city officials? In the autumn semester of 2021 the Department of Urban Planning and Design, together with the Department of Construction technology and Management will organise the Interdisciplinary, Project based Design studio in Dunaújváros. The site is the former soviet industrial city, built in the style of socialist realism, but today it faces many challenges, one of which is the use of the Danube banks, the connection of the river to the city. In the autumn semester the Interdisciplinary class will investigate potentials of future uses for the riverside, and students will create a comprehensive and visionary masterplan for recreational uses along the Danube. In order to make these complex masterplans convincing, we will introduce the tools of branding in city design as well.

Students will work together with Hungarian groups, who are students of the Department of Urban Planning and Design, and are also working on the same site. The project program and location is part of the department's ongoing international research project DANURB+, where universities and NGOs work on researching and reviving shrinking middle and small sized cities along the Danube with the involvement of local stakeholders and the tools of urban design and architecture.

Classes will be held on Tuesday and Thursday. Exact time of class will be determined at a later point.

Join our class if you want to generate real solutions for existing problems with the tools of Urban planning and branding strategies! See you in September!

