



DESIRE

Designing the Irresistible Circular Society

DESIRE will create a movement that sets new standards and develops methods for transforming urban spaces

Today, we are overwhelmed by challenges from climate change, loss of biodiversity, resource depletion and overshooting of Earth's carrying capacity. We need to transform the way we live and build in cities. With the DESIRE project, we will present an ambitious and innovative way forward where art, design and architecture play key roles in transforming existing urban spaces and creating new neighbourhoods.

New European Bauhaus

DESIRE is one of six lighthouse demonstrators under the New European Bauhaus (NEB) initiative from the European Commission. NEB aims to bridge the worlds of art, culture and education with science and technology. The initiative will create more sustainable, inclusive, and beautiful spaces in locations across the EU and will involve citizens in the green transition at the local level.

In DESIRE, our 24 partners from six European countries will create a movement that sets new standards and develops methods for large-scale urban development, renovation and construction.

DESIRE works with three themes and taps into eight existing urban transformation projects and living labs. Here, we apply design methods in co-creation activities involving local residents and stakeholders. Voices from different professions will be involved to inspire, challenge, and qualify what we do. We apply digital engagement tools to collect ideas, images, and impressions.

CREATING SOCIAL AND INCLUSIVE HOUSING - where we address the need for inclusive processes in the circular transformation of social housing.



Gadehavegaard, Høje-Taastrup (Denmark)
Ziepju, Riga (Latvia)
Wildemanbuurt, Amsterdam (The Netherlands)

TRANSFORMING THROUGH SYMBIOTIC RELATIONSHIPS - where we will focus on how to optimize the use of material flows when rethinking urban landscapes in cities.



Kalundborg Circular Campus, Kalundborg (Denmark)
MIND, Milan (Italy)

RECONCILING CITIES WITH NATURE - where we will design livable habitats and functional ecosystems from a multispecies perspective while rebalancing 'land use' to accommodate resource generation and biodiversity social housing.



Herlev Asfalt Fabrik, Herlev (Denmark)
Cascina Falchera, Turin (Italy)
BTC City, Ljubljana (Slovenia)

DESIRE will, by the end of the two-year pilot period, provide a learning kit and a learning environment based on principles of sustainability, inclusion, and aesthetics, and thereby help policymakers make the right decisions, companies to engage and develop their businesses, and citizens to become engaged and empowered through a cross-disciplinary approach.

Why do we speak of 'designing the irresistible circular society'?

Designing is the ability to create concepts and tools that allow us to intentionally change our environments and circumstances into something we desire, and which our planet needs.

By designing products, services, experiences and systems to be **irresistible**, we aim for a future where sustainability is an option so attractive that it comes naturally to us.

Circular solutions are designed to eliminate waste and pollution, keep materials and resources in loops for future generations, and contribute to regenerating natural ecosystems.

By involving citizens, artists, urban planners, contractors, builders, and knowledge institutions in co-design processes - including giving marginalized groups, nature, and species a voice in the debate - we can accelerate positive changes in **society**.

Consortium Partners



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“In our DESIRE project, we insist that solutions within the green transition in the future have to be ‘irresistible’. The changes should be so attractive that everyone can see themselves in the common solutions in the urban transformation. Architecture and design are combined with aesthetics and citizen involvement, new financing methods, new frameworks and rules, etc. Which overall leads to ‘irresistible sustainable solutions,” says Torben Klitgaard, CEO of BLOXHUB.