

## The New European Bauhaus Facts & Principles

"If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union".

(Ursula von der Leyen, President of the European Commission)



Environmental challenges and a pressing need for social inclusivity inspired the implementation of the New European Bauhaus, a paradigmatic movement of innovation and hope. Launched as a creative intersection between art, technology and inclusivity, it aims to reframe the way we think about our living spaces, communities and the environment. This set of educational materials analyzes the core principles of the New European Bauhaus, exploring its potential to reshape our world.

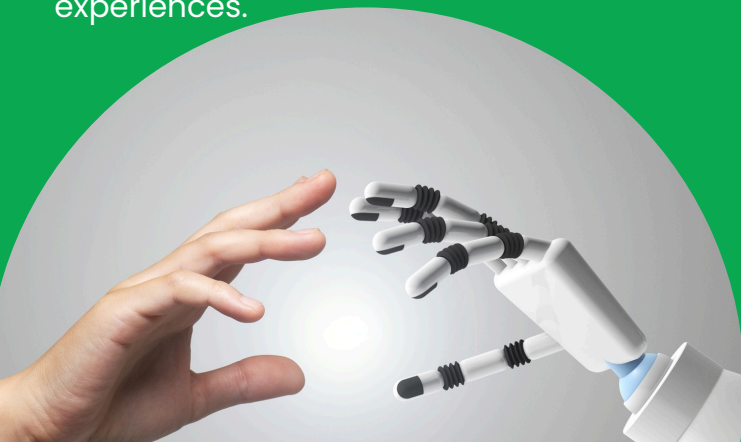


## The Genesis of the New European Bauhaus

The New European Bauhaus, inspired by the historic Bauhaus movement, was born out of a desire to integrate artistic beauty and functionality with sustainability. It represents a collective effort to reimagine urban landscapes and living spaces in the context of the 21st century, prioritizing environmental harmony and social cohesion. The Genesis of the New European Bauhaus draws deeply from the rich legacy of the historic Bauhaus movement, which began in Germany in the early 20th century. This original movement was revolutionary, combining crafts and the fine arts with the goal of unifying all forms of artistic creation.



It sought to bridge the gap between art and industry by combining aesthetics with everyday functionality. The Bauhaus ethos was rooted in the belief that good design should be accessible to the masses and that form should follow function. Fast forward to the 21st century, and the New European Bauhaus (NEB) emerges as a modern reinterpretation of these principles, adapted to meet contemporary challenges. While the original Bauhaus emerged in response to the industrial age's impact on society and the arts, the NEB is a response to the environmental and social challenges of today's world. It is an initiative by the European Union aimed at connecting the European Green Deal's environmental goals with tangible, everyday human experiences.



The key innovation of the NEB lies in its integration of sustainability into the Bauhaus philosophy. While the original movement emphasized functionality and aesthetics, the NEB adds environmental harmony and sustainability to the mix. It recognizes that in the 21st century, design and architecture must not only be beautiful and functional but also environmentally conscious and sustainable. . This modern version of Bauhaus goes beyond just architectural and design disciplines. It encompasses a broader spectrum that includes urban planning, technology, and social sciences.



The NEB is about rethinking urban landscapes and living spaces, making them more sustainable, inclusive, and aesthetically pleasing. It encourages designs that are energy-efficient, use sustainable materials, and reduce carbon footprints, all while being visually appealing and accessible to all. Moreover, the NEB emphasizes social cohesion and inclusivity, reflecting a contemporary understanding that design should cater to diverse needs and be accessible to everyone. This aspect of the initiative ensures that new designs not only contribute positively to the environment but also foster community interaction, support social diversity, and enhance the quality of life for all citizens. In essence, the Genesis of the New European Bauhaus is about bridging the past and the future.

