E13 TH

Jonathan Woodroffe architect S333 office London UK He won Europan 3 in Groningen NL and built the project

New methods of sourcing and funding projects Europan

Assuming that the statements on resilience, adaptabilty and economy are open enough to encompass all that might be imagined in Europan's larger, over-arching theme - what can we do to re-structure the functionalist and sprawling 20th-century city? - the issue is (1) how this content is analysed and resolved at various scales and (2) what is the maturity, strength and depth of the conceptual thinking so that proposals can adapt and change to un-foreseen circumstances while remaining relevant.

This requires experience, knowledge and an understanding of process from a project's conception to its implementation. It requires a focused understanding of European modes of life and the use of space, a knowledge of building and living typologies, and an awareness of construction and environmental standards, which are crucial in determining a project's success and viability.

It also requires an inquisitive mind to go beyond those known standards, to think 'out-side the box' to imagine solutions to problems that we are currently unaware of.

So perhaps Europans's objective should be less about giving a young designer or architect the chance to build for the first time, and more about giving opportunities to young offices – who already have some experience – to work on more challenging projects.

This could potentially lead to design proposals that have more chance of surviving the uncertainties of the market, at the same time bringing innovation and 'thought-provoking' creativity, not only in terms of materiality and functionality, but also – for example - in terms of spontaneity and funding. Crowd funding already enables designers and architects to come together to trigger projects or to activate the support and collective conscious of a surrounding neighbourhood. I am sure you are aware if this project:

http://popupcity.net/series/hp/rotterdams-crowd-funded-pedestrian-bridge/

So rather than making a design, and expecting others to finance it, Europan could pioneer new methods of sourcing and funding projects using a new generation of young European professionals already aware of these opportunities.

The same approach could be applied to incorporating and funding research, science and technology to solve the questions that a new generation of architects and urban designers will inevitably face.

Jonathan Woodroffe S333