



Dortmund, March 2021

World of Walas and Stadtbildplanung enter into cooperation for the development of Phoenix West.

The founder and CEO of World of Walas, Gerben van Straaten, has big plans for Phoenix West. In a large investment, the Dutch-Canadian urban developer not only acquired the blast furnace, but also the former „Schalthaus“ and construction site 13 to the west of the blast furnace. The purchase of the gasometer, the gas blower hall and the pump house are about to be completed. Van Straaten is now receiving groundbreaking support for this major task from architect Georg Andreas Hanke from Dortmund. With immediate effect, Hanke and his team from “Stadtbildplanung” will work with “Walas Concepts” to develop the concept, architecture and urban planning concept for the above-mentioned areas on Phoenix West.

There is also another important personnel decision at World of Walas. With immediate effect, Pascal Ledune strengthens Gerben van Straaten's team.

It was in October 2019 when Andreas Hanke visited Vancouver and was able to experience Walas' work and networks as well as the various approaches to urban planning. Since then, Hanke and van Straaten have been looking for the best ways to join forces and develop exciting projects. The basis for this is Phoenix West. Gerben van Straaten and Andreas Hanke share a passion for sustainable solutions and now want to jointly advance the developments for this exciting project on Phoenix West.

Andreas Hanke and his “Stadtbildplanung” will follow the work of Manila de Iuliis and Dirk van der Ven from Walas Concepts. Both teams will relocate their offices and design studios to the Schalthaus in the second half of the year and develop it into a strong center for architecture and urban design, urban systems, sustainability and innovation.

In addition to the urban development projects, van Straaten and Hanke also have a strong interest in working together on “urban farming” concepts. A first concrete idea here is the implementation of satellite solutions for the purpose of district self-sufficiency. In general, Walas has already entered into a partnership with the world-famous specialist Priva from the Netherlands on the subject of “Urban Farming”.

Walas and Stadtbildplanung can well imagine merging their future work more and more. In addition to the immediate implementation of the projects on Phoenix West, the joint teams can also work on other and international projects. Andreas Georg Hanke explains about the new collaboration: “It's fun to work with Walas and especially with Gerben. He is a visionary for sustainable urban development processes and I am happy that we can now turn these visions into reality at Phoenix West. My company has been working with an even more consistent approach to sensible,



sustainable solutions since 2020. In this respect, we complement each other perfectly. "For Gerben van Straaten, the cooperation helps to lead the Phoenix West project into the next phase:" With this cooperation we are setting a milestone for further development. With a wide variety of projects, Andreas has proven that sustainable project development is extremely important to him. Walas not only develops the individual sub-areas on Phoenix West, but remains an elementary part of the community that is emerging there. I am glad to have Andreas Hanke at our side here. "

Chief Economic Development Officer: Pascal Ledune

Pascal Ledune has been completing the World of Walas team since the beginning of the year. Together with the team from Gerben van Straaten he will help drive expansion worldwide. The work is carried out in close cooperation with the Walas teams in the Netherlands, Canada and of course the growing Walas team in Dortmund. With a view to the plans for Phoenix West in Dortmund, Pascal Ledune will primarily take care of the positioning and programming of the World Innovation Centre and from here initiate branches at various international locations. Building on the ambitious plans of Walas and the city of Dortmund for PHOENIX West, he will represent Dortmund nationally and worldwide in close cooperation with Gerben van Straaten and his team. Based on his experience, he will act as a strong and credible ambassador for Dortmund.



Left: Andreas Georg Hanke (li.) and Gerben van Straaten at PHOENIX West / right: in the Office of Georg Andreas Hanke



Pascal Ledune

Downloadlink: <https://www.dropbox.com/t/IH8HZIDKoyC4XIAx> / Photo credit: World of Walas



About Stadtbildplanung

Today, Andreas Georg Hanke and his company Stadtbildplanung Dortmund mainly work for the German housing industry to develop new concepts for existing larger living spaces and to create substantial and sustainable structures. Projects in China and Canada have been designed as international references over the past 5 years.

As a major problem solver and consultant for the housing industry, for example in the regeneration of existing quarters, Stadtbildplanung only recommend responsible, certified planning processes to achieve climate neutrality and sustainability of residential complexes. Hanke also advises the major representatives of the housing industry to adopt this new, sustainable approach with regard to the future orientation of their living product. This new, sustainable approach to cityscape planning is currently in high demand by the major players in the housing industry.

Andreas Georg Hanke is currently planning a complex quarter change in Dortmund as an example for the IGA 2027 (international garden exhibition), with which the new, very differentiated planning approach with extended planning criteria is exemplified. This Vivawest project, with the working title "Bergmannsgrün", is also partially networked with the Walas project Phoenix West.

About World of Walas

Walas designs, creates, changes, develops, disrupts and tirelessly uses unusual ways to win the fight for a sustainable future. In his projects, Walas goes back to what is actually needed for the city: real urban development in which the needs of the city and its residents are served and monitored for sustainable success. With new ideas for old buildings and solid business practice, Walas creates places where people want to live, work, produce and participate. Walas projects aim to preserve the legacy of the old buildings and build vibrant new communities. Walas is and remains part of these communities and is gradually developing the buildings and areas.

Finding this balance in an economically, ecologically and socially sustainable way is a unique challenge. Walas deals with all aspects of urban development and redevelopment. This includes concept and design, development and construction, project management, property management and access to innovations. Walas works with cities, local communities, governments, corporations and innovators to provide the best solutions to projects and bring innovations to market.

Inspired by the Earth Charter movement and role models such as economist Jan Pen and urbanist Jane Jacobs, World of Walas was founded by Gerben van Straaten in 2010 and is a growing company with an exciting real estate portfolio focused on building sustainable communities through innovation, focused on projects and strategy developments.

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