

#WHY!

WANDEL IN HOYERSWERDA

ZUKUNFTSPLANUNG

A photograph of a desk setup for future planning. In the foreground, an open notebook with a pen lies on a wooden surface. The notebook's pages contain handwritten notes, including the words 'Zukunft', 'Planung', and 'Mitarbeiter'. To the right of the notebook, a white ceramic coffee cup sits on a wooden coaster, accompanied by a small glass bottle of coffee. In the background, a laptop is open, displaying a software interface with various charts and data. To the right of the laptop, a clear glass vase holds a bouquet of pink flowers. The entire scene is set against a bright, blurred background of a window looking out onto a city street.

Credit: Nick Morrison



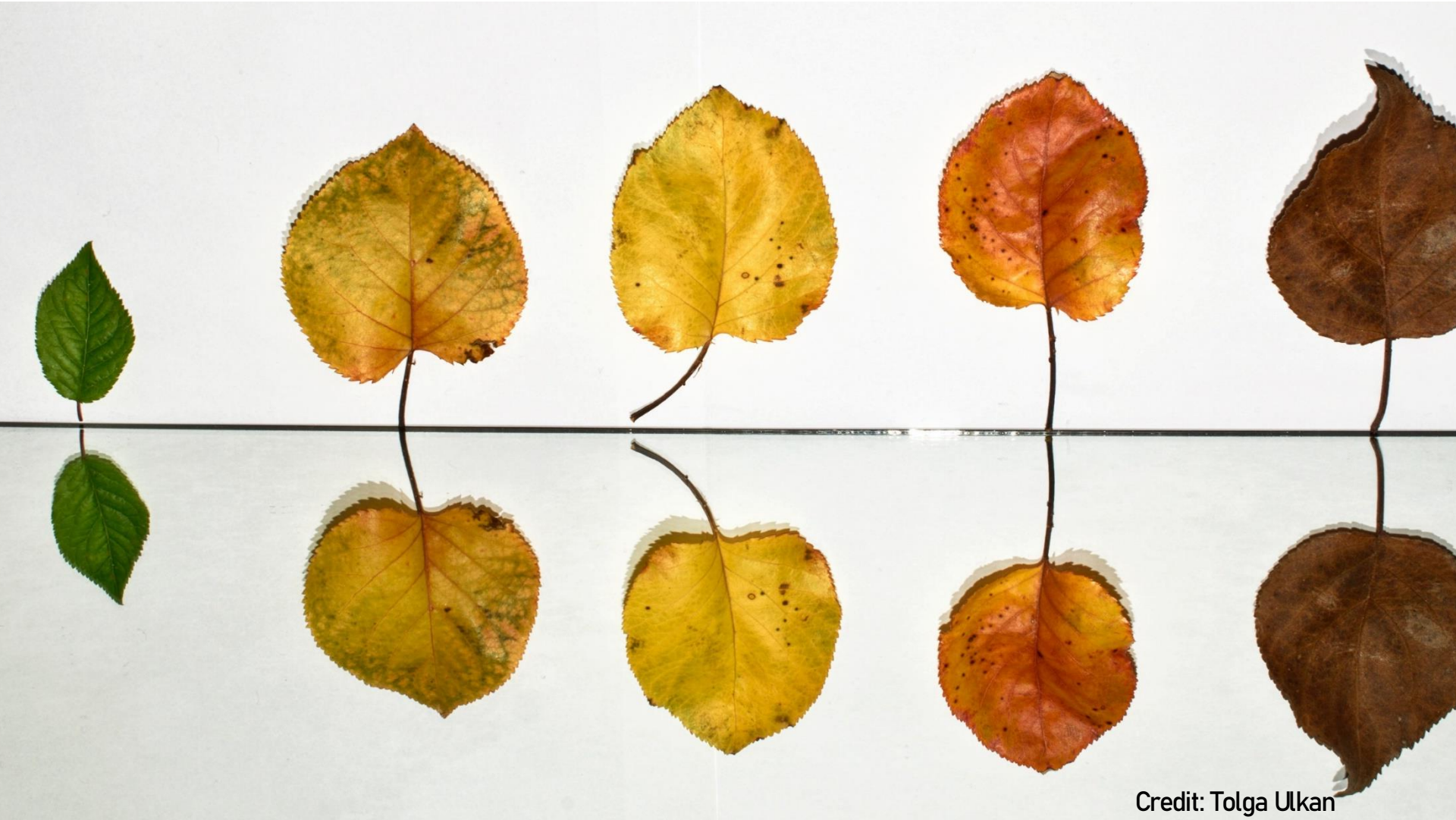
SUCHE NACH
INDIVIDUELLEN
ERFAHRUNGEN

Credit: Mateo Krossler

A young girl with dark hair and a pink hair clip is wearing a light-colored sweater with a dense floral pattern. She is being held by a woman whose face is partially visible on the left, wearing a black and white striped shirt. The girl is looking directly at the camera with a neutral expression. The background is softly blurred, suggesting an outdoor setting.

FAMILIENGRÜNDUNG

Credit: Priscilla du Preez



Credit: Tolga Ulkan



Credit: NASA



BEGINN DER URBANISIERUNG

Credit: August von Wille



UM 1890:
FIN DE SIÈCLE

Credit: akg-images



UM 1960:
KRISE DER STÄDTE

Credit: Neal Boenzi

A black and white photograph of a woman, Brigitte Reimann, sitting at a desk. She is wearing a dark, thick, ribbed turtleneck sweater. Her right hand is resting on a vintage typewriter. In the background, there is a desk lamp with a white shade, a teapot, and a cup on a saucer. The scene is set in a room that appears to be a study or office from the 1960s.

„KANN MAN IN HOYERSWERDA KÜSSEN?“
BRIGITTE REIMANN (IN: LAUSITZER RUNDSCHAU, 1963)

Credit: picture alliance / dpa-ZB / Literaturzentrum Neubrandenburg



UM 1990:
NEO-URBANISMUS

Credit: Mike van den Bos

UND HOYERSWERDA?



Credit: Gernot Menzel

www.fotoagentur-gernotmenzel.de



Credit: Gernot Menzel



Credit: Gernot Menzel



Credit: Marketingverein Familienregion HOY e.V.



Credit: Gernot Menzel



Credit: Gernot Menzel



Credit: Matthias Ditscherlein



Credit: Gernot Menzel



A PLACE TO
BEEHAPPY!

Bienenfreundliche Stadt Hoyerswerda



Credit: Dagmar Steuer / Nico Thäle / Jasmin Mietzsch



Credit: Stadt Hoyerswerda

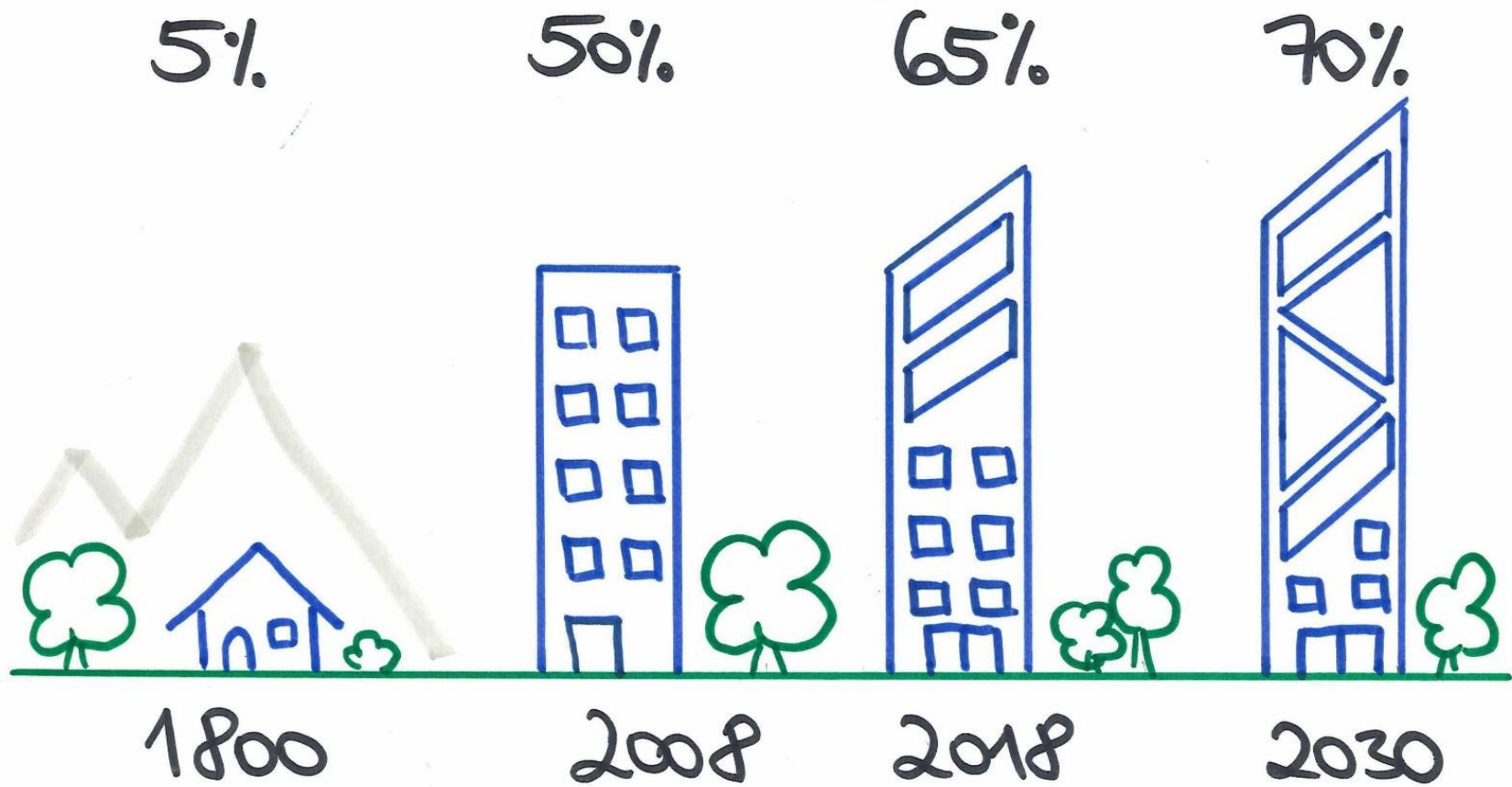


Credit: Gernot Menzel

FAZIT:

SEHNSUCHT NACH INNEN UND
SEHNSUCHT NACH AUSSEN
ALS WIEDERKEHRENDE TRENDS

**UND WAS BEDEUTET
DAS FÜR DIE GEGENWART?**



Quelle: Vereinte Nationen

ABER ...

A portrait of Matthias Horx, a middle-aged man with a shaved head and a light beard, wearing a dark blue button-down shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a dark, textured wall.

„RURBANISIERUNG“
MATTHIAS HORX (TRENDFORSCHER)

Credit: Klaus Vyhnalek



„VERDÖRFLICHUNG “ DER STADT

Credit: labgov.city



„VERSTÄDTERUNG“
DER PROVINZ

Credit: Lebensräume
Hoyerswerda



MEGATREND: MOBILITÄT

Credit: Nick Reynolds



**MEGATREND:
KONNEKTIVITÄT**

Credit: Adobe Stock



MEGATREND: NEW WORK

Credit: rexx systems

FAZIT:

**URBANITÄT LÖST SICH AUS
DEM PHYSISCHEN RAUM**

**UND WAS BEDEUTET
DAS FÜR HOYERSWERDA?**



DEPT. OF TRANSPORTATION



DEPT. OF TRANSPORTATION

Credit: Nick Fewings




CLOSED

Credit: Ai Nhan



Welcome
please
Come In

Credit: Aaron Burden

A photograph of Harald Welzer, a middle-aged man with long, light-colored hair and glasses, wearing a dark suit jacket over a blue and white checkered shirt. He is gesturing with his right hand while speaking. The background is dark with a green light source on the left.

**„DIE ZUKUNFT BRICHT
NICHT ÜBER UNS HINEIN,
SIE WIRD DURCH DAS GEFORMT,
WAS IN DER GEGENWART PASSIERT.“**
HARALD WELZER (PROFESSOR FÜR SOZIOLOGIE)

Credit: picture alliance

A silhouette of a signpost with multiple directional arrows against a sunset sky. The signpost is black and stands on the right side of the frame. It has several arrows pointing in different directions: one pointing right, one pointing left, one pointing up, and one pointing down. The sky is a mix of blue, pink, and orange, with some clouds. The word "STRATEGIE" is written in white capital letters on the left side of the image.

STRATEGIE

Credit: Javier Allegue Barros



STADTENTWICKLUNG

Hoyerswerda
zum Fühlen
und Sehen

31. MAI 2023



ANALYSE DER AKTUELLEN SITUATION

Credit: VBH



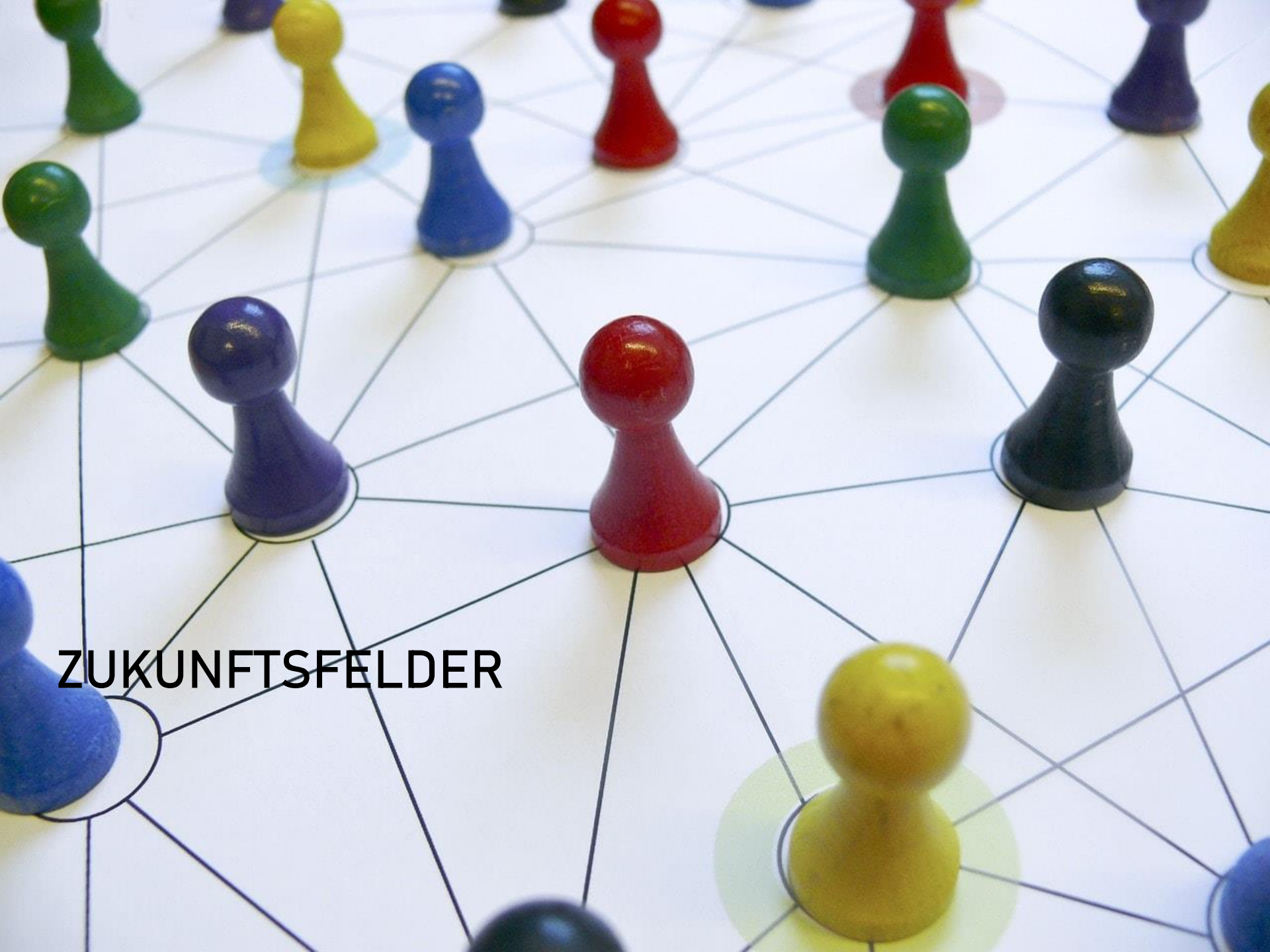
RISIKEN VS. CHANCEN

Credit: Sylvain Mauroux

A hand holding a silver and black compass is the central focus, set against a vast mountain landscape. The terrain is covered in green vegetation with patches of snow, and the background shows rolling hills under a cloudy sky. The text 'STRATEGISCHE AUSRICHTUNG' is overlaid in white, bold, sans-serif font across the lower part of the image.

STRATEGISCHE AUSRICHTUNG

Credit: Anastasia Petrova



ZUKUNFTSFELDER

**UND WAS HABEN DIE PROJEKTE IM
STRUKTURWANDEL DAMIT ZU TUN?**



LAUSITZBAD

Credit: Pension Diener

**VIELEN DANK FÜR IHRE
AUFMERKSAMKEIT!**

#WHY!

WANDEL IN HOYERSWERDA