

#WHY!

WANDEL IN HOYERSWERDA



ZUKUNFTSPLANUNG



Credit: Nick Morrison

SUCHE NACH INDIVIDUELLEN ERFAHRUNGEN

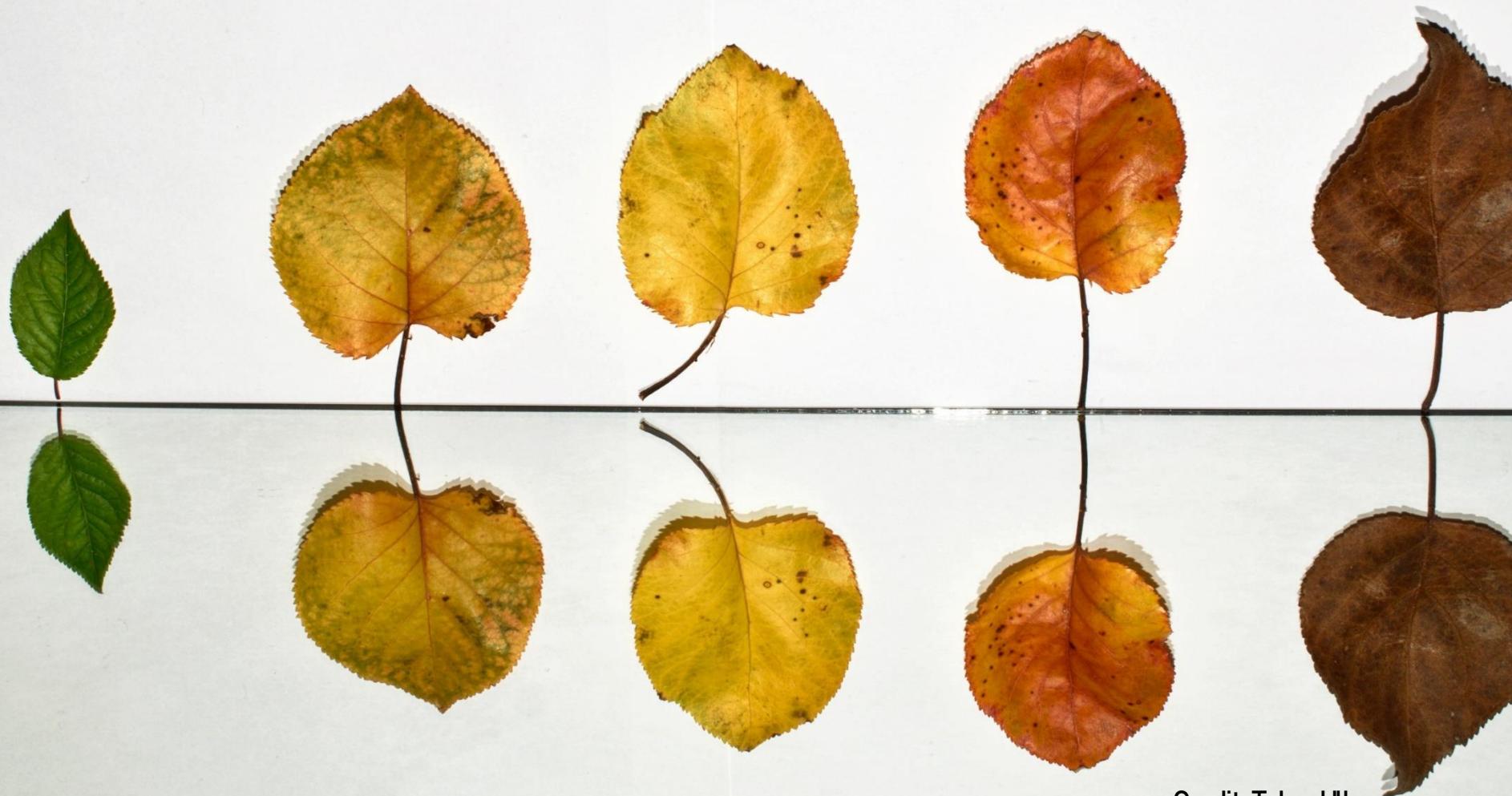
Credit: Mateo Krossler





FAMILIENGRÜNDUNG

Credit: Priscilla du Preez



Credit: Tolga Ulkan

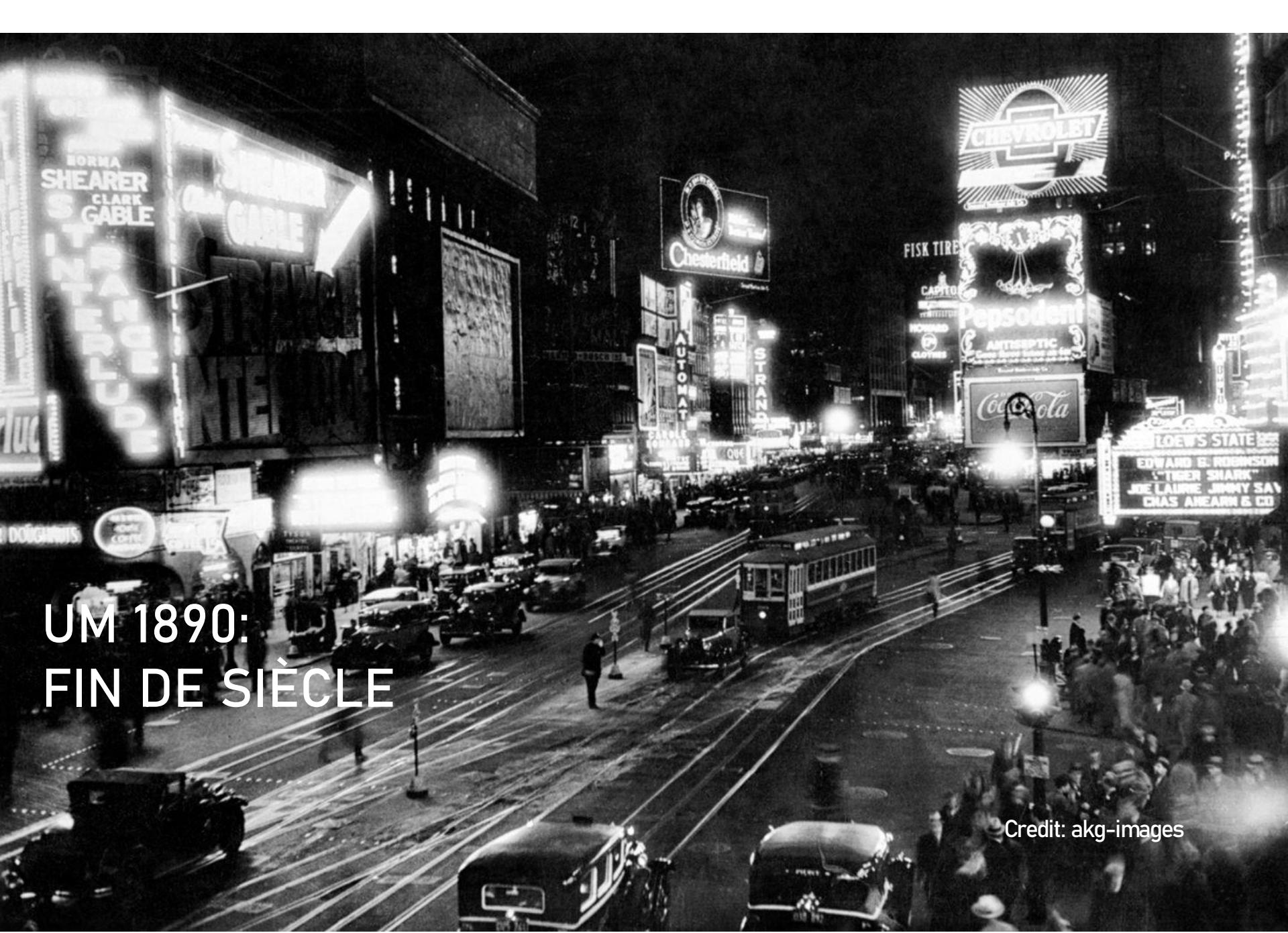


Credit: NASA



BEGINN DER URBANISIERUNG

Credit: August von Wille



UM 1890: FIN DE SIÈCLE

Credit: akg-images



UM 1960: KRISE DER STÄDTE

Credit: Neal Boenzi

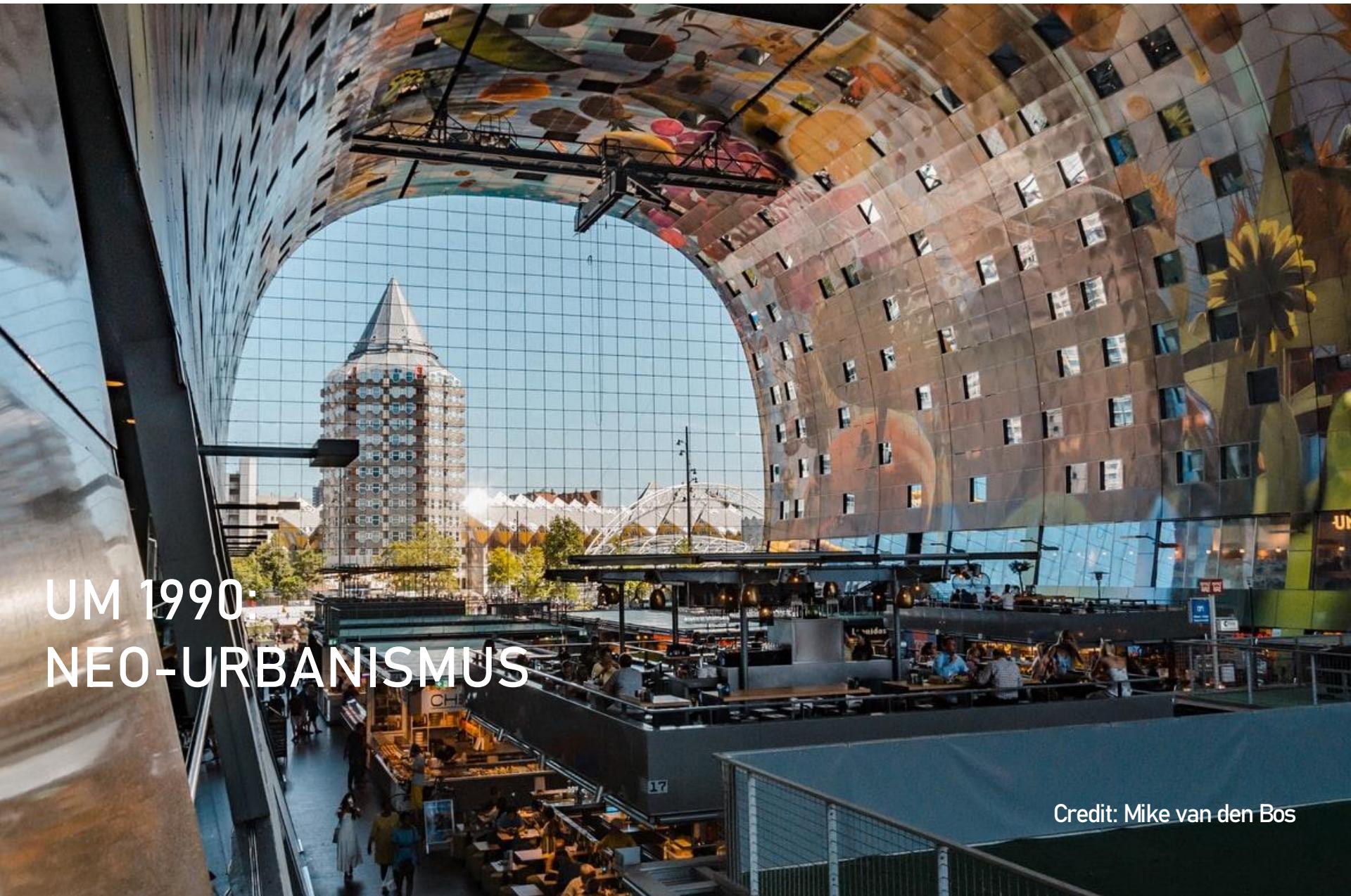


„KANN MAN IN HOYERSWERDA KÜSSEN?“

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

<https://www.gernot-menzel.de>



Credit: Gernot Menzel



Credit: Gernot Menzel

Hoyerswerda 2021



Credit: Marketingverein Familienregion HOY e.V.



Credit: Gernot Menzel



Credit: Gernot Menzel



Credit: Matthias Ditscherlein



Credit: Gernot Menzel



Credit: Dagmar Steuer / Nico Thäle / Jasmin Mietzsch



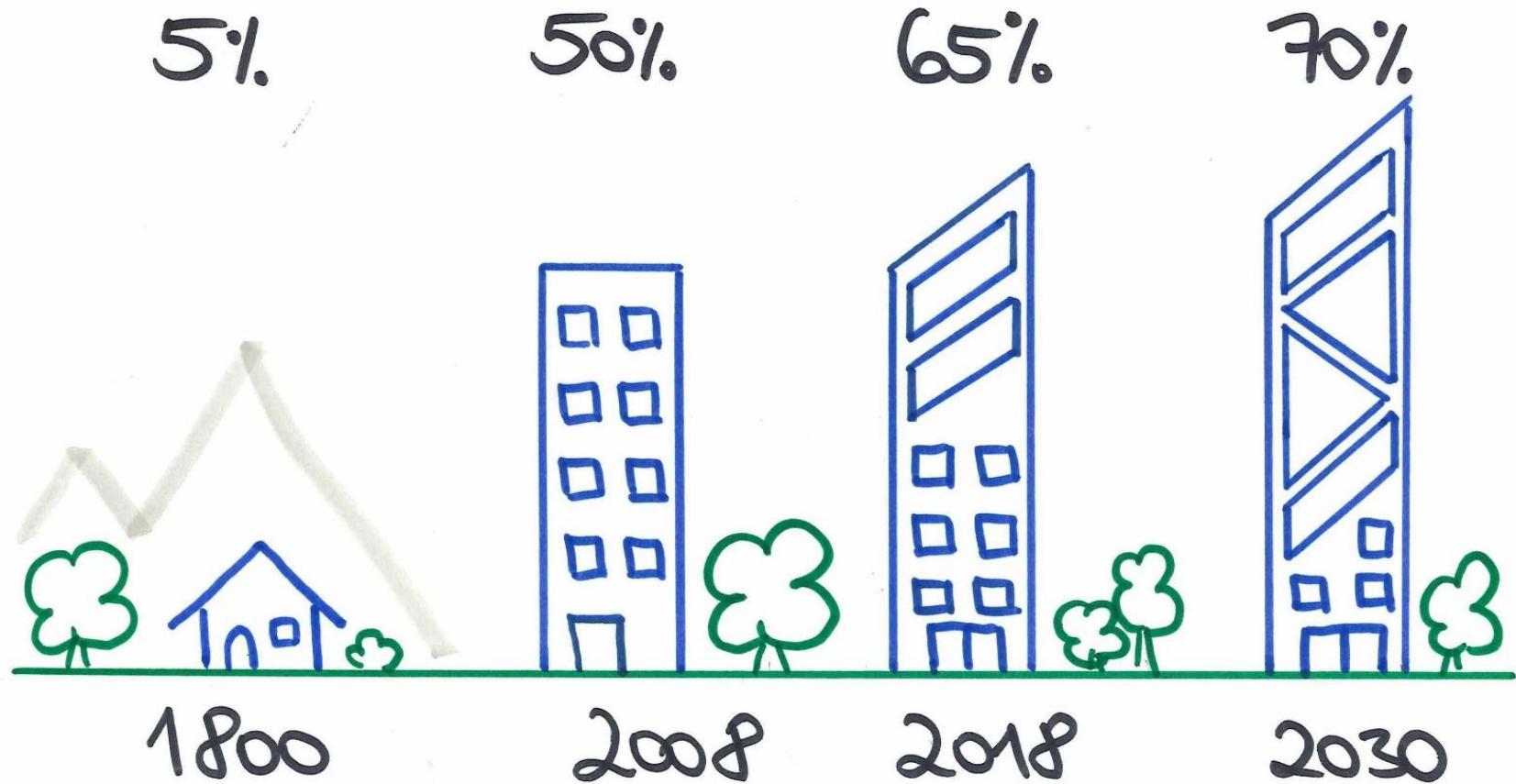
Credit: Stadt Hoyerswerda



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 professional 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 standing against a dark, neutral background, looking directly at the camera with a slight smile.

„RURBANISIERUNG“

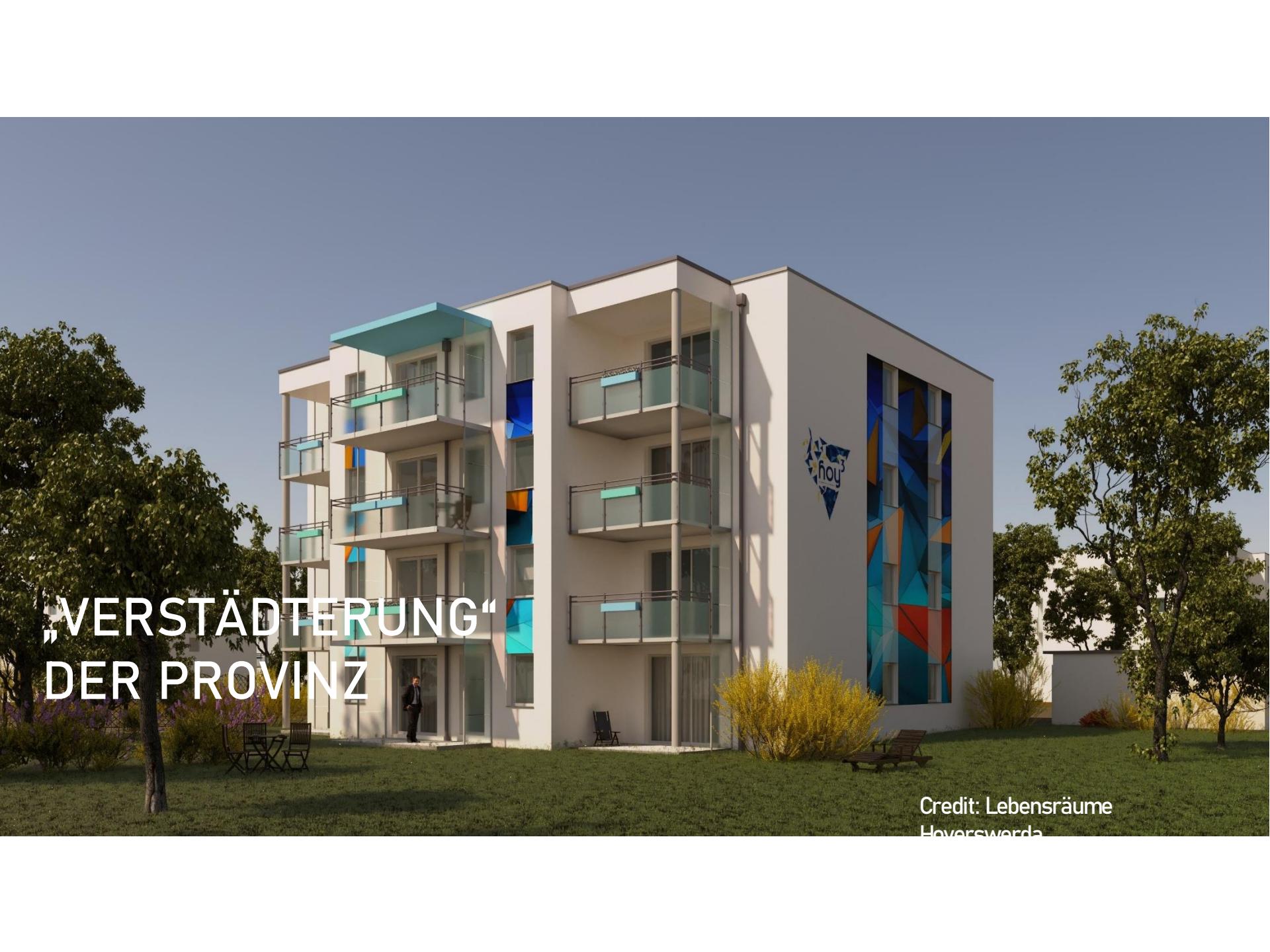
MATTHIAS HORX (TRENDFORSCHER)

Credit: Klaus Vyhalek



„VERDÖRFLICHUNG
“ DER STADT

Credit: labgov.city



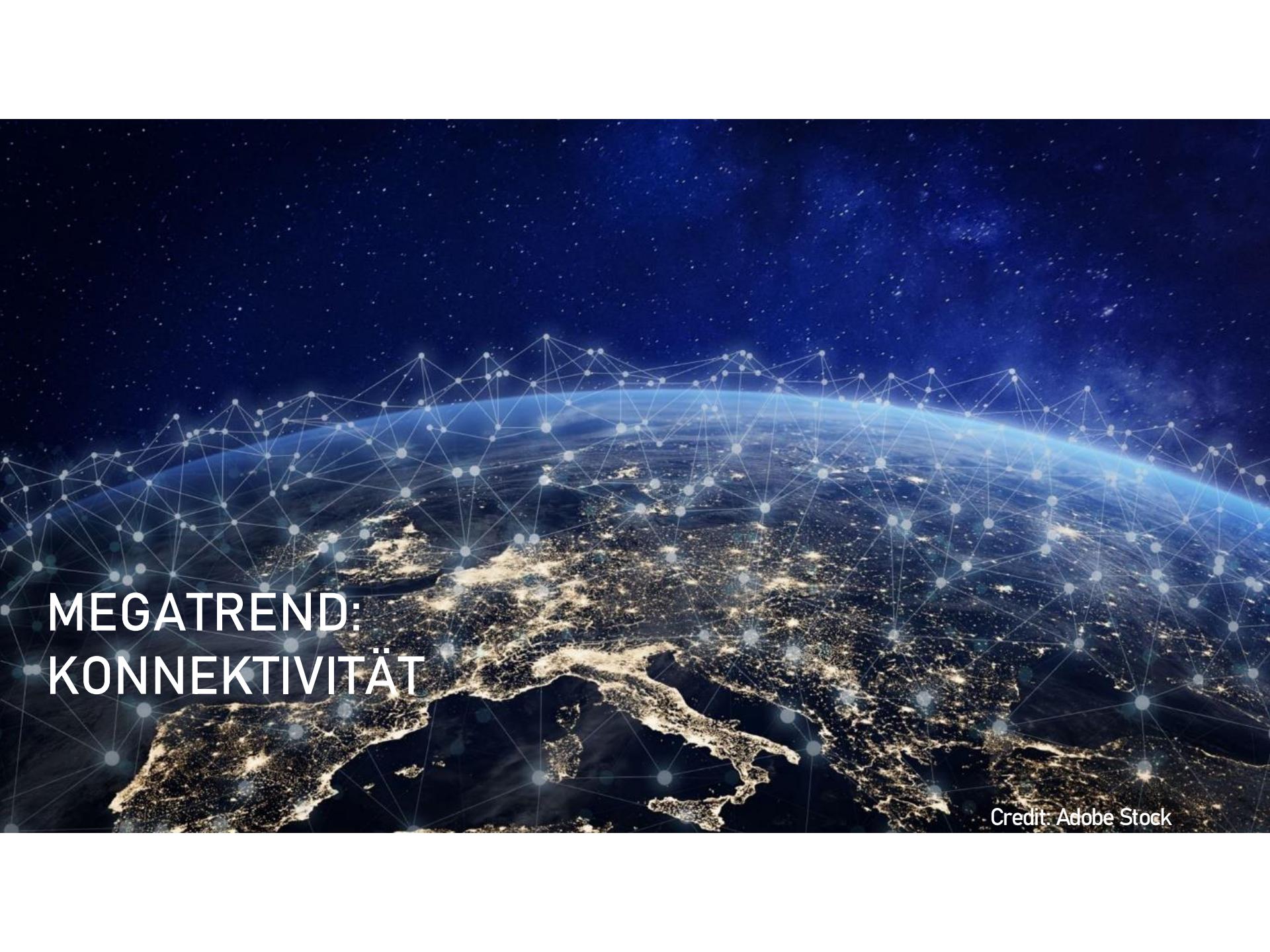
„VERSTÄDTERUNG“
DER PROVINZ

Credit: Lebensräume
Hoyerswerda



MEGATREND: MOBILITÄT

Credit: Nick Reynolds



MEGATREND: KONNEKTIVITÄT

Credit: Adobe Stock



MEGATREND: NEW WORK

Credit: rex systems

FAZIT:
URBANITÄT LÖST SICH AUS
DEM PHYSISCHEN RAUM

**UND WAS BEDEUTET
DAS FÜR HOYERSWERDA?**

ONE WAY

DEPT. OF TRANSPORTATION

ONE WAY

DEPT. OF TRANSPORTATION

Credit: Nick Fewings



Credit: Ai Nhan



Credit: Aaron Burden

A portrait of Harald Welzer, a middle-aged man with light brown hair and glasses, wearing a dark suit and a blue and white checkered shirt. He is gesturing with his right hand while speaking. The background is dark.

„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

STRATEGIE



Credit: Javier Allegue Barros

STADTENTWICKLUNG

Hoyerswerda
zum Fühlen
und Sehen

31. MAI 2023

ANALYSE DER AKTUELLEN SITUATION

Credit: VBH

A photograph of two climbers on a rocky mountain ridge. The climber on the left, wearing a white helmet and a bright orange jacket, is crouching on a rocky outcrop, holding a blue rope. The climber on the right, wearing a white helmet and a dark jacket, is standing on a rocky ledge, also holding a blue rope. They are both wearing safety gear. The background is a vast, rugged mountain range with peaks covered in snow and clouds. The sky is clear and blue.

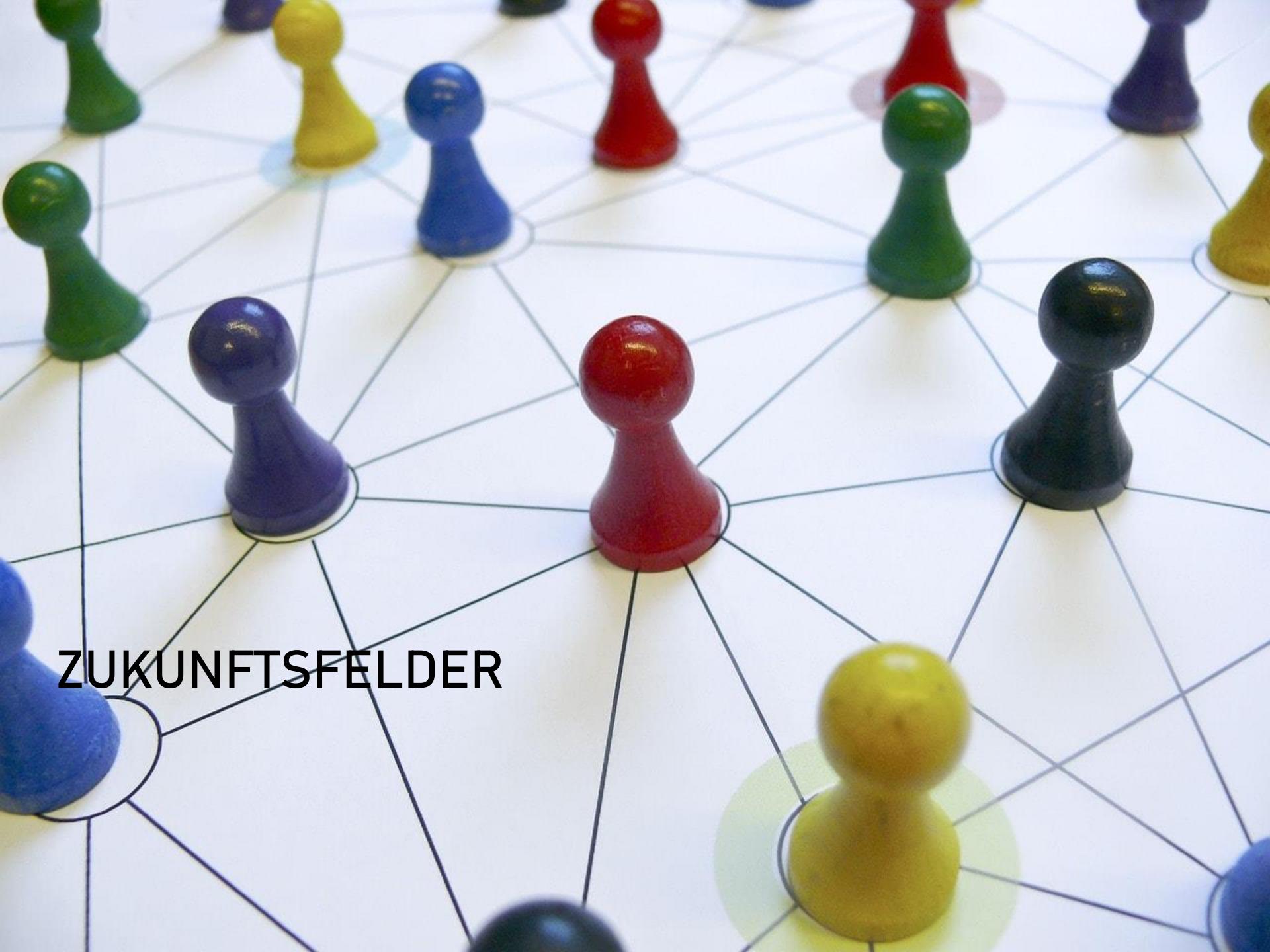
RISIKEN VS. CHANCEN

Credit: Sylvain Mauroux

A photograph of a person's hand holding a compass on a mountain peak. The hand is positioned in the lower-left foreground, with the compass facing towards the top center. The background is a vast, green mountain range under a cloudy sky. The text 'STRATEGISCHE AUSRICHTUNG' is overlaid in the lower-left area of the image.

STRATEGISCHE AUSRICHTUNG

Credit: Anastasia Petrova



ZUKUNTSFELDER

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



LAUSITZBAD

Credit: Pension Diener



**VIELEN DANK FÜR IHRE
AUFMERKSAMKEIT!**

Wir lieben Ideen
Hoyerswerda
LAUSITZ
Město Wojerecy

#WANDEL IN HOYERSWERDA

WANDEL IN HOYERSWERDA