U-TT Athens
RA Lab
HSAP Ground Level
67 Athinas Street, Omonoia
105 52 Athens

ATHENS, NOVEMBER 18th 2013

PRESS RELEASE

SUBJECT: "THE REACTIVATE ATHENS – 101 IDEAS INITIATIVE WAS PRESENTED TO THE REPRESENTATIVES OF THE PRESS"

A scheduled Press Conference took place at the space where, as of today, the **REACTIVATE ATHENS Lab** (67 Athinas Street in Omonia Square) will operate and welcome the citizens of Athens, with the purpose of presenting the details of the new important initiative within the framework of the "Rethink Athens" Program and of the Onassis Foundation. The **REACTIVATE ATHENS/101 IDEAS** study/ action aims, through a participatory procedure, to produce proposals that will contribute to the regeneration of marginalized neighborhoods of the center of Athens and to the improvement of the living conditions of their inhabitants, through effective and socially sustainable procedures. Each month, the RA Lab will host a series of informative events relevant to the REACTIVATE ATHENS -101 IDEAS and will serve as a place for recording and discussing new ideas of the inhabitants of the centre, who will now be offered an opportunity to express their views and to contribute to the shaping of the Athens of the future.

The Press Conference was attended, among others, by the President of the Onassis Foundation Dr. Anthony Papadimitriou, the Secretary of the Board of Directors of the Foundation and Coordinator of the RETHINK ATHENS Program Mrs. Marianna Moschou, the Mayor of Athens Mr. Yiorgos Kaminis, the President and CEO of Urban Rail Transport S.A. Mr. Nikolaos Papathanassis, as well as the Professor of Architecture and Urban Design at the University ETH Zurich and Director of Urban Think Tank, Mr. Alfredo Brillembourg, who supervises the REACTIVATE ATHENS/101 IDEAS project.

Coordinator of the Press Conference was Mr. Panos Dragonas, Associate Professor at the Architecture Department of the University of Patras.

The President of the Foundation Dr. Anthony Papadimitriou stated: "*I want to assure you that the Onassis Foundation is determined to provide substantial assistance towards the regeneration of the Athens center in every way possible: we have already delivered the technical studies of the RETHINK ATHENS Program;* ***the RETHINK ATHENS is complete and in the hands of the Greek State.***

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We have also proceeded with the University of Thessaly Research Project for the revitalization of the economic and social life of the Athens center. And now, we are incorporating into our actions this laboratory of thought, study and ideas for the center, the REACTIVATE ATHENS/101 Ideas, where we welcome you today. We will be waiting for you in this new active cell of the city, in order to shape, together, the future of Athens. The meeting and collaboration of citizens will make the difference".

On the other hand, the Mayor of Athens Mr. Yiorgos Kaminis stated: *"Every new initiative, either of a narrow or of a broader range, in order to have the conditions to succeed, must, if not motivate, at least sensitize citizens and the most active forces of the city" and also noted that "the ΣυνΑθηνά platform that the City of Athens has created, which is already used by tens of groups of active citizens of the city, is the proper vehicle that can act as a enhancer of the REACTIVATE ATHENS, this important initiative within the RETHINK ATHENS framework".*

Finally, in his statement, the President and CEO of Urban Rail Transport S.A. Mr. Nikolaos Papathanassis spoke of the imminent extension of the Tram line in the city's urban fabric, highlighting the importance of developing sustainable – "clean" means of public transportation within the historical center of Athens. Mr. Papathanassis also referred to the role of the fixed rail public means of transportation in the general social, entrepreneurial and cultural development of the city, emphasizing the fact that the extension of the Tram line within the framework of the RETHINK ATHENS program and its interconnection with the existing stations of lines 1, 2 and 3 of the Metro, will contribute to the upgrading of transportation in the center of Athens, making it attractive to both the citizens of Athens and to its visitors.

The Press Conference ended with the director of Urban-Think Tank Mr. Alfredo Brillembourg, Professor of Architecture and Urban Design at the ETH Zurich (and winner of the 12th Biennale of Architecture in Venice for his relevant activity in Caracas), who presented the technical details of the REACTIVATE ATHENS/101 IDEAS and explained the aims of this important project and stated: *"Athens is burning for ideas, in fact 101 ideas. We need a new generation of Urban Think Tankers to reactivate the city and awaken the rich identity of Athens".*

We wish to remind that the REACTIVATE ATHENS/101 Ideas is an initiative for research and architectural and urban design, under the direction of U-TT Athens, a team dedicated to the production of new ideas for the center of the city focusing on design, public policies and social sustainability. The U-TT Athens will critically analyze the urban core, aiming to develop a new framework of study and action in

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the city, to highlight the social and cultural diversity of the areas of the center of Athens. At the same time however, it will act as a basis for the production of new ideas.

The RA Lab will be operating on weekdays, from Monday to Friday (12:00-16:00) at 67 Athinas Street & Likourgou Street in Omonia, **while the program will be completed in March 2014.**
(www.reactivate-athens.com under construction)

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