THE FUTURE OF ARCHITECTURE
PROPOSITIONS FOR THE BUILT ENVIRONMENT

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1. PROLOGUE

Contrasting visions

We, Europe's citizens, possess in our shared continent the cradle of democracy, which for centuries has been the centre of Western civilisation. Millions visit our cities and towns, living testament to millennia of history, and to cultural endeavour, which has never been bettered. Much of the world's best architecture and urban design, great or humble, shows how our forebears solved the problems of living, with fewer economic and technical means at their disposal than we have, a legacy we enjoy in our daily lives. Furthermore, thanks to a free market and open economy, Europe is today materially richer than ever. Our living standards were unknown to our ancestors.

And yet, European life is far from satisfactory. Despite immense advances in the past hundred years, many live in cramped surroundings, or in urban peripheries which do not properly support day-to-day life, much less the variety of social and cultural interaction needed for creative potential to blossom. Many people - old, young, or poor - cannot satisfy the most simple needs: adequate shops, cultural centres, fresh air and a quiet environment. Despite our immense wealth and knowledge, many contemporary physical surroundings are uglier than some we have had for centuries. Our countryside and the few remaining unspoilt areas are constantly eroded by inadequately controlled construction. At the same time, studies show the construction process is far from perfect, and social or political intervention is controversial in a fragmented world.

Shared concerns, shared challenge

This Statement sets out the European Architectural Profession's position on Europe's built environment: that among European citizens' many concerns, the wish and the need for a humane, culturally coherent built environment are as strong today as ever. This is often unrecognised. Building is too often treated as an exclusively economic process, whereas it is primarily a social and cultural phenomenon, responding to peoples' needs and aspirations. As a matter of fundamental economic importance, the construction industry must give the building promoter better performance and value for money. However, over and above this economic necessity, and beyond the challenge of reconciling the market economy with social and cultural values, is the challenge to improve our shared built environment on behalf of all Europe's citizens. Our built environment is too important to be a matter of mere industrial and economic policy. Unless this is recognised, our built environment will continue to disimprove.

To improve our shared built environment is a concrete, everyday challenge in city, suburb, and countryside. We must improve standards of accommodation for living, working, and meeting others. We must foster our regional identities. We must make, and remake, our built environment so that to shelter, light, heat, and cool ourselves does not destroy our planet. We must safeguard and retain a meaningful role for our built heritage, which we in turn pass to those coming after us.

This challenge is urgent. Deepening European Union results in far-reaching Union and State initiatives. Such initiatives, intended to promote economic efficiency and establish harmonised and transparent procedures for the creation of our built environment influence and may in fact harm the common good. By its force and by example of neighbours' recent disasters, contemporary economic thought dominates social and cultural concerns to an extent which would have been unthinkable in the past and which is now unacceptable. The challenge is urgent, because recent economic studies, intended to chart the future, posit only a partial vision which, because of a pretended completeness, is even less acceptable than present reality. Above all however, this challenge is urgent, because many new phenomena - some negative, others positive: a mania for growth and change, long-term unemployment, exploding information technology, advanced manufacturing processes, global communications, an awareness of regional identity, social and cultural pluralism, consumer protection, and a deepening and urgent concern for the environment - suggest the need for new ways of thinking: a new paradigm of thought.

Today's policy: tomorrow's Europe

This Statement seeks to sketch and to influence that coming paradigm. It details the contribution architecture can make to European life today. It maps the architectural profession's view on recent political and administrative measures, which promote economic competitiveness as an end in itself, at the expense of the public good in our buildings and cities. It reminds architects of their duty to attend to the interests of building promoter and building user, to create a future heritage worthy of our continent. In particular, it asks

and challenges politicians and administrators, at local, regional, State and Union levels, to again ponder the effect of public policy on the built environment, and to shape that policy so as to better meet Society's urgent social and cultural needs. Finally, it suggests how to take the first steps to a different future.

The Statement constitutes an invitation to Europe's citizens, public representatives, building promoters, and our construction industry colleagues, to enter into dialogue with Europe's architects how best to improve our shared built environment, and also the building design and construction process. It focuses on quality of building design as the key determinant of built environmental quality. Construction is also a central concern; but the experience of Europe's architects is that Europe's contractors have the capacity to deliver the highest construction standards, so long and as often as they are called on to do so.

Making the future

Despite economic power, entrenched ways of thinking, and human limitations, we can choose the shape of the future. The objective must be to aim for a public consensus in this regard. Until this is arrived at, we must debate the appropriate ends and means, in a shared search for coherent quality in Europe's built environment.

2. EUROPE AND ARCHITECTURE TODAY

2.1 European Life

The context in which we construct.

We, Europe's citizens, are familiar with the paradigm of political, economic, social and cultural thought which has shaped our Continent, 01.

Politically, this paradigm has provided us with the democratic nation state, based on constitutional law, with a recent unprecedented voluntary pooling of sovereignty. Integration, balanced by subsidiarity, combines respect for regional identity, 02, and custom with a sharing of ideals and resources, in the common good. It is diffcult to overstate the effect on contemporary life of the trend to European integration, which, although not fully supported, derives from the highest motives.

Economic thought promotes ideals of full and stable employment, freedom of competition in an open market, transparency in public procurement, economic rationalisation, value for money, consumer protection, and unlimited economic growth. We produce ever-more goods at ever-lower present day financial cost, always seeking improved efficiency, while at the same time developing employment creation schemes, and looking to environmental engineering to halt or limit ecological damage, 03.

The many different people sharing this Continent and pooling sovereignty - not only among the indigenous peoples but also with those recently arrived - makes a complex social reality. European cultural expression mirrors these realities: freedom of thought, individualism and pluralism of expression. The potential impact of exploding information and communication technologies, not only on industry, commerce and services, but also on social interaction and cultural creativity, is not even remotely apparent.

2.2 Life and building

Our relationship with our surroundings - both personal and social - is o f great importance in our everyday lives.

In our everyday lives, we interact with our environment at every scale and at all levels, from the smallest to the greatest. At its smallest scale, this environment may consist of a chair or window: personally manipulable, touched by hand, seen close up. We dwell in and use individual buildings, experiencing these in a prolonged relationship and at many levels. We inhabit towns, cities or landscape, experiencing these as inhabitant or onlooker, sometimes frequently, sometimes rarely.

At every point, environmental quality affects our lives for better or worse. The fact that a sound and secure environment raises the quality of life is reason enough to promote the best possible environment. But there are other reasons to strive for the highest standards in our buildings and urban spaces.

Every building project impacts beyond the technical and economic aspirations of its realisation. Most buildings last at least several generations. The way we now design our buildings, towns, and cities, will

endure as future testimony of the social and cultural awareness of our age, as our European ancestors' testimony has endured for us. What is built today helps shape not only our own lives but also those of our children.

2.3 Building and economics

Current concerns with economic interest must not cloud the most important issue - the best environment for everybody.

To function properly, and take the interests of all citizens into account, contemporary society in general and environmental management in particular must be based on law and regulation. It is not, however, easy to legislate in relation to quality and cultural dimension. These 'soft facts', which are often the most significant, cannot be reduced to a formula without diluting their real content, 04.

At the same time, the built environment comes into being through the free market. The Building Promoter has the right to the best value for money. The construction 'industry, induding architectural services, operates inside the 'hard reality' of Society's legal and economic framework. The pursuit of open competition in goods and services impacts on the construction sector as on fife generally. Industry cannot remain static, uninfluenced by contemporary economic thought.

Society must balance the soft facts and the hard reality.

Contemporary trends in political thought, seen in the economic objectives of free competition and rationalisation, have developed to threaten the common good. In recent years, legislation at European Union and Member State levels, designed to promote harmonised and transparent procedures for the creation of our built environment, focuses on the building procurement process, and seek to optimise this in terms of reduction of initial cost, defect minimisation, and quality assurance. The construction of dwellings, workplaces and neighbourhoods has been reduced to a matter of short-term and private interest. But these political and economic policies also have a human dimension: the resultant building always impacts on people other than those directly involved in the procurement process. We must not allow the legitimate and necessary optimisation of the design-and-construction process to impede the quest for the best results of that process: the best built environment, 05. Today, given the dominance of economic thinking at institutional levels, this danger is great.

2.4 Contemporary environmental concerns

The environment is the focus o f enormous problems, and enormous potential. The challenge is to improve it.

In recent years, it has been realised that economic growth - in industrialisation, production and in consumption - is not consonant with the greatest good. It is generally agreed that unlimited growth is not sustainable. We no longer believe newer technology will inevitably be better than what it replaces, Ob.

We are coming to realise that to continue to organise our environment as we have done in this century will result in social, economic and ecological disaster. And the answer does not consist solely in increased environmental engineering, necessary though such is. Two trends can be discerned in the increasing attention we now pay our physical surroundings: firstly, growing concern about pollution, environmental impact, 07, increasing traffic volumes, demolition of the human-scale urban fabric, and erosion of the traditional landscape, both natural and constructed, 08; and secondly, growing recognition of the social, cultural and economic significance and potential of our physical arrangements for living.

Our society has changed fundamentally. There are no longer any simple or necessarily correct solutions to the challenges to our way of organising society socially and culturally. To seek to use contemporary aesthetics or planning methods as a solution is to manifest a false consciousness, and ignores three quarters of the globe, which is really not concerned, interested, or able, to participate in such reality. Any answers must be found at a deeper level, 09.

2.5 Today's debate

Society can and must now state its objectives for the built environment. Any partial vision would be faulty.

We must study the relationship between the built environment, the natural environment, political and economic policy, building promoter, owner, and user, the construction market economy, peoples' social and cultural aspirations, and the economic and social objectives of the European Union. At this time of unprecedented wealth, specific social, cultural, economic, environmental, aesthetic and political challenges relating to buildings and the built environment confront us and demand a response. We must now direct public policy, at Union, Member State, Regional, and Local levels, to meet the following fundamental objectives.

Ensure that every European citizen has somewhere suitable to sleep each night.

Ensure that every home permits quiet and reflection, and allows family gathering and interaction.

Use industrialised construction processes in a life-enhancing way for all, and not in a way which merely maximises private profit.

Improve public transport infrastructure so that life in city, suburb, and countryside depends less on the car.

Remake town, city and suburb so that our fragmented Society regains social cohesion and achieves better social interaction.

Reconstruct the industrialised centres and peripheries of thousands of towns and cities to reflect human scale and values.

Ensure that our historic centres resist mass tourism and continue to support ordinary life, 10.

Limit building, so as to properly conserve the few remaining unbuilt spaces as a legacy to the future.

Make the construction process safer for those 'involved.

Heat, cool, and light our buildings without further destroying the planet. Make every building where people live or work, admit sunlight, daylight, and fresh air.

Ensure that our indoor environments do not injure our health. Make every building beautiful.

Retain regional architectural character in our villages and towns.

Have contemporary architecture echo contemporary achievement in technology and knowledge.

Make contemporary built environments of a standard of construction and architecture which matches the best in our past, I I.

Better support the activities of the micro, small and medium enterprises in our design and construction industry.

Ensure that building promoters, particularly inexperienced ones, obtain good value for money and a trouble free procurement process.

Do all this at the same time, and do it tomorrow.

Any vision which does not consider all these issues is incomplete.

2.6 New ways of thinking

A new approach to how we make the European built environment is both possible and necessary.

To enunciate the challenge now facing us makes it clear that a change in patterns of thought - a paradigm shift - is needed.

To make a contemporary environment of the same quality as has occasionally been achieved before, and as is now economically within our grasp, involves shaping the legal and economic conditions within which such

an environment can come about, 12. The shift in public consciousness which will result in the achievement of social and cultural coherence, correct hierarchy, a sustainable built environment, widespread built elegance, and at the same time as all this, the best value for the promoter's money, involves political choice, 13.

Such choice implicates law, regulation, and policies on the part of the European Union, of each Member State, and of municipal authorities. It involves building promoters, designers and constructors, educationalists, politicians and administrators, and every citizen.

3. SOCIAL LIFE AND ARCHITECTURE

3.1 Social and cultural life today

Life and the built environment exhibit many tensions. The most urgent need is for humane, people - centred surroundings.

Contemporary European Life is predominantly urban, whether in town or city, and often culturally diverse. Yet, whether in city or in country, people are often insulated from contact with those of other social class or outlook. They feel powerless over the forces influencing their life: food eaten, television watched, curricula studied, environment inhabited. The locus of business and financial decisions becomes remote: Brussels, Frankfurt, Tokyo... At the same time, there exists a conscious striving for local community, the urban village and ecosystem, a healthy environment, the decentralisation of power, the strengthening of local democracy, and European subsidiarity.

The built environment mirrors Life, and its potential for good, or ill, is evident, 14. On one hand, the anonymous office sheltering the large company; social housing by bureaucracy; synthetic materials; architectural styles closer to those in other parts of the world than to those in the neighbouring village; the consumption of new styles of building analogous to new styles of clothing, 15. And on the other hand, the desire for environmentally friendly materials and systems, a search for cultural coherence in architecture, the growth of user participation in social housing design, I b, 17.

In the environment, todays overriding soft fact is a universal need for humane, people-centred surroundings.

3.2 Building and architecture

Architecture means more than building alone. Its potential and the role of the building promoter are immense.

We all dwell in buildings. Most of our waking hours and all our sleeping ones are spent in shelter. We cannot avoid seeing where we live. At all scales, from the intimate to the greatest, for better or worse, we interact with our buildings. The manner of their achievement is a necessary and worthwhile debate. If Europe could achieve good building, that would be much; but not enough. Building does not equal architecture.

Architecture is about 'idea' given shape in built form. Idea goes further than the optimum assembly of construction components. Architecture is about environmental quality: warmth and coolness, light and shade; about human scale, about the appropriate use of building materials and structure. It is about social appropriateness: spaces which support people living or working together or being alone, and which foster and give meaning to peoples' tasks or activities. It is about ecological and functional appropriateness: long life, sustainable materials, low energy consumption, flexibility in use. It is about economic appropriateness: value for money in a cost conscious age. It is about aesthetic appropriateness: proportion of form and line, solid and void, silhouette; and about cultural expression or appropriateness: respect for a city or landscape context, a vision of the future or an expression of respell for the past. Architecture can symbolise or concretise some of life's most important truths. Architecture is about coherence: coherence of culture, function, technique, environment, scale, aesthetics; coherence in a fragmented built environment, 18, 19. The best architecture works at many of these levels at the same time, 20.

Great architecture infuses building with idea, and gives it life at scales from the great to the small. Idea runs from the scale of the doorknob, to the building, to the street, sometimes even to the scale of a landscape, town or city. Not every building is a work of architecture. Good architecture can be large or small, lavish or simple, traditional or contemporary in origin, 21. The promoter's contribution, and responsibility in the making of good architecture is of fundamental importance.

3.3 The interests of society

Society needs quality in building and quality in architecture. This involves consideration o f the user's needs.

The interest of society in the built environment is to obtain the highest possible quality at all its scales, from the intimate to the urban, and in building and architecture alike: built quality in everyday life.

Society's primary concern regarding the design and construction process is how this process influences the quality of the built outcome. This concern endures long after the promoter's concerns - themselves equally valid - relating to time span or cost have passed.

Quality in building results in buildings which are economic in energy consumption, free of construction defect, robust in engineering, accessible to all, of potentially long life, responsive to the promoter's concerns.

Quality in architecture creates the opportunity, through all aspects of the physical environment, to live life fully in its varied forms: for encounter, predictable or otherwise, 22, participation or withdrawal, access to clean air and silence - in a park or just insulated from the noise of the neighbours' television, 23. In the city, it means being able to get to work reasonably easily, quickly and inexpensively. It means a safe environment, by day and night, in the week or at weekends. It means quality in all levels of experience and expression possible through the built environment. This is of importance to all citizens, but especially the poor, who cannot escape their everyday environment, 24.

Building and architecture go hand in hand. Good architecture cannot properly exist unless in good building. Today, we need good building. The planet demands it; economic competitiveness demands it; people need it for healthy indoor lives, and so as to be able to live without worrying about their shelter. Today, we urgently need good architecture, 25. Without it, Europe will have more industrialised, placeless, anonymous, overscaled, ugly, well built disasters of the kind which already surround us.

In the name of the building user, public policy should now shift to:

Strengthen the voice of both building user and citizen, and better respect the user's legitimate rights and aspirations alongside those of the other actors in the process, 26.

Foster consumer groups, environmental groups and societies of all kinds, and strengthen appropriate government agencies, the better to hear the voice of the public.

Promote public debate on the built environment and on how best to shape its future.

3.4 The detail

We need policy changes to obtain suitability, durability and elegance, at the smallest scale - the detail.

At its smallest scale, architecture infuses building interiors and fittings with ideas about personal use and comfort, durability in functioning, and cultural appropriateness, 27. A kitchen cupboard pull handle should be comfortable to hold, easy to find when at the worktop, elegant to glance at, in sympathy with the design of the room, and durable in life. A window shutter should repel intruders, conserve heat in winter and exclude it in summer, be of sustainable materials which stand up to sunlight and wear and tear, durable and easy to maintain, well proportioned, and consistent in its cultural expression with the building where it is used.

Quality of architecture at the scale of the fixture or fitting involves suitability for use, durability in performance, and visual delight, 28, 29. Suitability for use involves ergonomic considerations, especially for those who are not able bodied or strong; and correct selection of materials, related to the functions they will support. Durability of performance involves proper length of life, taking all costs into account including the environmental. Delight derives from elegance, style, and the contribution to the building's architecture made by even the smallest details, 30.

And today?

Too often, short-life components and fittings are used without thought for waste of resources or for the environmentally damaging effects of their production. The lowest initial price is preferred to the lowest life

cycle cost - the real cost. Despite advances in designing and building for persons with physical disability, too many buildings have sanitary and access fittings which the elderly, disabled, or those suffering from, say, arthritis cannot use. The over promotion of standardised components and the elimination of local handicraft has reduced cultural and regional diversity in windows, kitchen fittings, doors, ironmongery, shutters, joinery work, paving, and building materials generally.

To improve the detail design of our built environment, public policy should now shift to:

Properly take into account the ergonomic needs of the young, the old, and the handicapped, not merely at the level of sanitary facilities but throughout the building.

Promote the use of local components and materials, so as to foster and promote pride in cultural and regional differences while seeking the highest standards of technical performance.

Evaluate all building materials and components as to sustainability in production, transportation, use and reuse; and foster the manufacture and use of sustainable materials.

Promote a design and construction process which encourages proper detail design.

Change our decision making process so that the governing criterion of lowest direct financial cost is replaced by more sophisticated measures, which take intrinsic quality and environmental appropriateness fully into consideration.

3.5 The building

Our building must better meet our functional needs, last longer, be more elegant, use less energy, and better respect their surroundings and our past.

The kitchen layout can be convenient to use, comfortable to stand at, well lit, and involve a minimum of effort to permit concentration on the task in hand - or the opposite. A classroom can be a good place to learn: well lit and ventilated, with enough space to concentrate and a patch of sunlight to brighten an otherwise dull lesson, without distractions from next door, - or the opposite. A hospital ward can be a good place to recover from illness: to allow privacy through the use of curtains or partitions, or a chat with fellow-sufferers when appropriate; it can beckon people from bed with a reminder of the beauty of the outside world, or it can do none of these things.

At the scale of the building, too, quality of architecture involves suitability, firmness and durability and delight, 31, 32. Suitability for use: rooms which are the correct size and scale for individual or group use; a place to sleep which ýs quiet, warm or cool as appropriate for the time of year, with fresh air and somewhere secure to rest; an office which is bright, practical, and which allows us to do good work; a suitable place for ritual or social interaction; a place which can adapt over time to changing functions and needs; and a place which is ecologically sound, with a healthy built environment. Durability in performance: buildings must be dry, economic in energy consumption and maintenance, last for a satisfactory life span, and function without defect. Delight: elegance of proportion, a joy in good craftsmanship, an awareness of the possibilities of colour, light and shade, form and outline, and cultural appropriateness and significance through respect for the past and for regional identity, and through belief in the cultural legitimacy of the present.

And today?

As regards suitability: Many contemporary dwellings have inadequate space standards. Some contemporary Member State social housing is too small to permit the family to eat together. We build offices without natural light: where it is impossible to comprehend the time of day, much less the changing seasons. Believing in untrammelled and potentially infinite growth, we pull buildings down after 20 years because they cannot adapt to changes of function. This is unacceptable, 33.

To obtain more suitable building, public policy should now shift to:

Provide everyone with a simple and healthy place in which to live, as an absolutely fundamental criterion, 34.

Ensure that building properly meets our needs for sunlight, privacy, conviviality, durability.

Obtain qualitative control over building design, not control which merely deals with reducing constructional defects or with saving energy, welcome and necessary though such strategies also are.

Discuss, agree, and promote design quality, so our buildings are truly suitable for use. A value system is required which insists on long life, loose fýt building, to stand for 100 years, capable of sensible adaptation for unpredictable use, as eighteenth century urban cores are today. This requires more generous plan sizes and floor to ceiling heights, adaptable construction, natural light and ventilation, and an examination of the relationship between cost and value for money.

As regards durability: today, despite technical regulation, the profligate use of resources abounds. Building promoters renew commercial interiors twice a decade. Fitted furniture is changed as citizens used to renew their clothing. Buildings consume almost half of Europe's primary energy, and have already greatly worsened global warming. Air conditioning has irreparably damaged the ozone layer. Synthetic materials have lowered indoor air quality, 35. The potential of information technology to optimise building energy performance is under-used. Poor design and construction techniques have resulted in concrete repair work becoming a major industry.

To obtain more durable and sustainable building, public policy should now shift to:

Promote the design and construction of buildings which employ sustainable servicing, supply and waste techniques, use fewer synthetic materials, deliver healthy environments, and consume as little energy as is now possible with skilled design and proper regulation, 36, 37.

Construct fewer highly-serviced building environments.

Make buildings which respond to the exigencies of regional climate in a passive way, to thus express regional difference as happened in the past, 38.

As regards delight: the paradox of contemporary regulation is that as European society puts more effort into technical building improvements - safety in fire, structural stability - buildings become more ugly, individually and collectively. We use industrialised construction which looks the same from Stockholm to Naples and from Belfast to Berlin and beyond. This debases at many levels: the regional; the cultural; the aesthetic, the human. Furthermore, nothing built under an impulse to incessant change can be of enduring value.

Today, despite considerable advances in conservation policy and techniques, 39, many ordinary old buildings, authentic expressions of local and regional culture, are neglected and demolished through a regulatory or financial system which ignores the old and demands the new, or which condones speculative short term expedients to capitalise on novel but ephemeral tastes. At the same time, many urban planning authorities demand pastiche design which debases our genuine heritage and which mocks that heritage through crude contemporary detail.

The post-war building rush is over. There is no longer any justification for not at the same time promoting better building and better architecture: more elegant, more culturally significant, and where appropriate, more contemporary. This is not merely a question of aesthetics; it is not a question of excluding technics; it is not a question of squandering economic resources which, though more abundant than ever, are finite. Rather, it is a question of providing the European citizen with a place fit to live in.

To obtain more delight in building, public policy should now shift to:

• Foster elegant, well-detailed, well-proportioned architecture at the same time as good building, 40, 41, 42.

• Conserve for present and future reuse the everyday architecture of the past as well as the set pieces.

• Favour the highest standards of contemporary expression over and above mediocre reproduction.

3.6 The external environment

Outside, the buildings belong to the onlooker also. Our environment policy, urban and rural, must create conditions for the well-being o fall.

The vast majority of Europeans live in towns and cities, 4.3. As social fragmentation and individualism become more prevalent, the challenge of recreating urban society becomes more urgent. The city is made in a multitude of private acts. The external manifestation of the private bu'ild'ing process impacts on all. The design of cities is not a mere 'developer game'. As with the single building, the grouping of bu'ild'ings which forms the built environment works on functional and aesthetic levels.

What does architecture offer the urban dweller?

Our towns and cities are where we live, work, shop, play, reflect, and meet others, 44. This built environment can be of good, indifferent or poor quality. The way others - building promoters and owners, municipal authorities - order it makes a job, shop, park, bus, train, church, or friend easier, or harder, to find, 45; and more enjoyable, or less, to experience. The layout of built form: high or low, arcaded or open, creates shelter or wind. The urban environment can be quiet or noisy by day and by night, facilitating or hindering work, play, and rest. It can be clean or dirty in its streets, building surfaces and its air quality. It can be safe or dangerous to inhabit, as a result of crime or traffic.

The external environment: roads, paths, services, can have a long or a short life, and can be easy or expensive to maintain. Many have autonomous motorised transport; but its extensive use makes it harder for all to access the most culturally diverse parts of our cities and towns, and harder for those without a car - children, the elderly, the poor - to enjoy facilities in theory available to all. In the countryside, the impact - not always for the better - of new transportation networks is irremediable, facilitating access to coastlines and scenic areas, which, when once built on, can never be returned to their earlier state.

The European city is the single most significant repository of our common cultural heritage, and, as symbol, the quintessence of European culture, 46. Our civic tradition seeks to make Society comprehensible and present to its citizens through its organisation of the built environment, allowing them to participate in a rational, democratic and ultimately fully human way. The European civic tradition spans two millennia of history and our Continent, and is different to all others. It combines a mix of functions: residential, working, leisure, civic and religious, in a well-understood hierarchy. It controls built form for reasons of fire, hygiene, and aesthetics: there have been controls on facade design for at least 700 years, 47. It promotes cultural continuity: a matching of ends and means, an appropriate response to local climate, tradition, and cultural context, and a correct visionary synthesis.

The rural environment, too, is used for living, working, and recreation. Even though building is less important in shaping the rural environment than the urban one, all building, rural and urban, influences its users' lives for better or worse. Ease of access to goods and services, infrastruccurel quality, the potential for social interaction, the provision of shelter and open space, the control or proliferation of development, the presence or absence of clean air and silence, all influence the life of the rural dweller in similar ways as they do the life of their urban counterpart.

And today?

The reality of social life in common is denied. Not ten years ago, the Prime Minister of a large European State said: 'there is no such thing as Society, there are just individuals'. The city is the battleground for self-interested profit and the place where the homeless drift, 48. Despite advances in the engineering of traffic, of noise and of air quality - none of which can in any way be taken for granted - the reality for many is lack of participation and social exclusion. Much countryside suffers from depopulation, withering of social infrastructure, or from 'inappropriate building.

Urban zoning ordinances, designed for nineteenth century industry have made monofunctional deserts of large parts of our cities, whether of residence, offices, or industry. This dismembering of functional integration has increased travel demand, travel stress, facilitated crime, and reduced social interaction. Ordinances controlling development density impose low densities at the urban periphery, increasing dependence on private transport, impacting on energy consumption and global pollution levels. At the same time, they permit intense development of commercial centres, which overloads infrastructure, destroys historic scale, and fills every open space with building; and they fail to control the shoddy backlands development which surrounds the approaches to many towns and cities.

To obtain better urban quality, public policy should now shift to:

Design for the good of our future Society, not just for the benefit of individual building promoters.

Pursue the goals of clean air and urban quiet to the utmost. Conserve day-to-day functions within our historic centres. Limit the impact of mass tourism which, if unchecked, will destroy much of value.

Develop better models of control so that contemporary cities can achieve the mixture of uses, density of form, and control of expression, of our historic centres.

Promote measures for freer social interaction, including more and better social facilities: meeting places, creches, libraries, and computer workshops.

Prepare detailed action plans for every city and town, which focus on the small scale and promote humane, three-dimensional, culturallyliterate urban planning, with more use of local area plans and better involvement of society in the planning process, 49, 50, 51.

The sustainable city is one of the key challenges facing us. The centrality and the enormity of this challenge must not obscure the fact that sustainable building is not enough. Sustainable architecture is what is truly required.

To work for the sustainable city, public policy should now shift to:

Redesign peripheries so that the car is not essential, to reduce energy consumption and pollution, and to allow better access for all, and in this regard to focus on the many socially deprived peripheries.

Evaluate the impact of building proposals on the surrounding microclimate and prevent the cold and windswept, or hot and glaring, open disasters of recent decades.

Seek the longest life and the lowest energy consumption in selection of materials, components and systems for urban paving, landscaping, servicing.

Embrace the potential of contemporary engineering for waste recycling and treatment, and to invoke the civic responsibility of both producer and consumer for waste reduction and for a halt to conspicuous consumption.

Integrate living, working, shopping, and cultural interaction, so that in our towns, cities, and our suburbs autonomous motorised transport is not a necessity, 52.

Despite immense advances, the public realm too often lacks delight. More planting would improve microclimate, reduce dust, screen noise, refresh the eye and mind. Street furniture: signs, lighting, paving, litter bins, telephone kiosks, traffic controls, seating, is installed without regard for location or cultural coherence. Ordinary towns and cities, and many peripheries, are 'engineered environments' which lack all sense of visual quality, 53.

Outside selected conservation areas we have neglected aesthetic controls. Everybody builds without taking stock of their neighbour. Even in historic centres, the legitimate and urgent need for protection of our built past too often results in picture-postcard recreations of a life long gone, without admitting the value of contemporary civilisation. The past hierarchy is destroyed: today, instead of civic and religious symbol, the dominant buildings are expressions of commercial and economic power, selfreferential and devoid of public interest.

The most urgent functional, social, and cultural challenge is to make a contemporary environment of the same humaneness, quality and significance as has sometimes been achieved in the past, and which we can in turn make over to the future, 54.

In the name of better civic culture and life, public policy should now shift to:

Control development such that socially and culturally significant buildings regain their appropriate importance.

Respect regional cultural tradition, and promote the use of local urban landscape materials.

Promote the best facade design so that it is elegant and regionally appropriate.

Vastly increase the volume of urban soft landscaping, with particular regard to residential areas and to improving microclimate, 55.

Control the proliferation and the design of street furniture and road markings to ensure regional and visual quality.

Visually protect the great 'set pieces of the past' not only in their construction but also in their settings, as happens in some but not all Member States.

Foster the conservation and re-use of the everyday urban environments of the past, not only to promote cultural continuity, but also to conserve resources, by restricting neglect of old buildings and by fostering preservation, refurbishment and remodelling.

Promote authentic contemporary cultural expression, not in a few 'Grands Projets' but throughout everyday life, 56.

In the countryside, the former symbiotic relationship between building and environment has been lost. Buildings were constructed of local materials, responded to microclimate, and related to farm or village. Today, despite Union-wide effort, much countryside still loses population, 57. At the same time, new construction for tourism and for business - the out-of-town hypermarket or placeless industrial facility - imposes alien values and is rapidly eroding the few remaining unspoilt areas, often on the European periphery. This destruction, once wrought, is impossible to repair.

Sustainable development has as many implications for the rural as for the urban environment. Its impact on farming practice, forestry policy, transportation infrastructure, and rural ecosystems are beyond the scope of this paper; but sustainable rural building and settlement must be attained.

To remake the rural environment, public policy should now shift to:

Reinforce measures for the conservation of significant landscape, 58. Promote rural development which is sensitive to local climate, culture, and resources.

Ensure that building for agriculture and rural tourism meets the needs of the settled population, is sustainable in its working, and enhances the landscape.

Promote sustainable locations for settlement: dwelling and industry, related to existing settlement.

Plant the margins of many highways and roads, particularly with indigenous species, so as to promote shelter and reduce the environmental impact of the traffic those roads carry: the scope for contemporary landscape patronage is immense.

Agree measures to limit the physical impact of mass tourism in rural areas.

Conserve and reconstruct failing social and economic infrastructure. Identify particularly damaged landscapes and repair these to the best of our ability.

4. ECONOMIC LIFE AND ARCHITECTURE

4.1 Economic life today

The contemporary economic system has achieved much, but at high cost. The present challenge is to improve the construction process and obtain a better built environment.

In recent times the command economy has been discredited and State intervention increasingly questioned. The open economy is the European economic paradigm, involving a drive for profit maximisation and cost reduction, seen on the supply side in trends to increasing scale of operation; to increased industrialisation and specialisation; to broader freedoms in market access, competition, and consumer choice; and, on the demand side, in higher levels of consumer protection. The free market paradigm dominates State economic

thinking, with the effect that more people now have access to greater quantities of goods and commercially available services than ever before.

And yet, at the same time as it promotes the interests of large enterprises through product standardisation and technical change, the global or even European free market sits uneasily with ordinary peoples' aspirations. Unrestricted competition concentrates industry, reduces economic diversity, and increases the numbers of migrant or unemployed people. Fewer people than ever can afford personal service from craftsmen and professionals. Many achievements of the growth-oriented market economy have been attained by externalising and postponing social and environmental costs, 59, 60.

The free market shapes the construction sector as all others. The impetus to growth or to avoid stagnation, profit maximisation, price-based selection, and externalisation of environmental cost, are all visible. Economic challenges facing the construction sector include increasing global competition, the need to improve delivery standards and reduce costs, to quicken delivery time, and many others.

Recent sectoral economic studies, produced in response to these issues, often concentrate on supply-side economics, and on sectoral interests. They do also examine demand issues - but generally from the promoters viewpoint only. They neglect any proper consideration of the wider public interest in the built environment, whether of the user, or of the citizen, 61. Hence, propositions abound, but these are of limited scope, and fundamental questions are often unasked, 62.

4.2 The interests of the building promoter

The building promoter's legitimate interests must be fostered, and reconciled with those o f society.

The promoter - the legal or moral person who commissions design and construction work - is central to the free market construction sector. Without the promoter, there is no employment, investment, accommodation, or built environment. The promoter requires accommodation or investment return, or both. The promoter may also be the user: an owner-occupier, but usually is not. The interests of the promoter centre on the design and construction process. They differ from and permanently risk contradicting those of the user, 63.

The promoter's interests are: procurement of the desired accommodation at the appropriate level of quality - not always the highest level attainable; within an agreed time scale and as rapidly as possible; for an agreed budget and as cheaply as possible; and, for commercial owners - developers - the highest rate of investment return. The promoter's interest involves a trouble-free design and construction process where the outcome is in line with requirements and predictions. The working out of the promoter's interests implicates the promoter's freedom of choice, freedom of competition among the suppliers of services, and the assurance of quality, with protection from the unexpected: major defect, time or cost overrun, or contractor bankruptcy.

In the expensive, risky, and slow matter of procuring buildings, the building promoter's interests must be protected and promoted. These interests are not only those of the private sector promoter, but also, in the public sector, of the State promoter and ultimately the taxpayer. This involves the design team optimising the design solution, and developing the design so as to ensure thorough, fair and proper competition among contractors. It involves performance guarantees, consumer protection, and proper control of project cost and timescale. It involves competent advice on cost control, and life cycle costing - often provided by sister professions to architecture. At the same time, these interests must also be reconciled with those of the user and of society, 64.

4.3 Society, economy, and the building process

The quality o f the built result should guide all e (forts at improving the design and construction process.

Our shared social and cultural framework for living, the built environment, comes into being through a private desire for accommodation or profit, through competition and market forces. Private interest influences public good in a lasting and profound way. The contemporary economic paradigm has a profound influence on the construction process and its outcome. It is absurd to consider changes in the construction process with a view to improving its economic efficiency, without considering how these changes will affect social and cultural life, both in terms of the built product and in terms of the construction sector itself, 65, 66.

Has the working of the market economy improved the built environment in recent decades? In general, no. Peripheral and rural sprawl, the destruction of the urban core, declining housing space standards, 'increased urban noise, energy consumption and pollution, all stem from an inadequately regulated market economy.

We must regulate the process by which buildings come into existence, in order at the same time to foster the public need for the best quality built environment, and the private interests of all building promoters, particularly inexperienced ones.

4.4 Scale

The size of the enterprise does not determine the quality of the result. The enormous number of small European enterprises should be protected and fostered.

12 million employees, 1.7 million enterprises, 10% of European GDP: the size of the construction sector mesmerises authority. Economies of scale are preached: standardised components and systems, larger enterprises, 67. Public procurement directives tend to favour large organisations and the bureaucratic model. And large scale has advantages in many aspects of manufacturing, research and development, and services delivery.

However, not everything advocated is desirable. An increase in the scale of design, manufacturing and contracting enterprises increases concentration, and results in a reduction of choice and hence of diversity. It promotes specialist operation within large enterprises, which leads to loss of overview and of a total quality solution. It sometimes reduces costs, but this does not equate to an increase in quality.

Furthermore, in reality, there is not one European construction sector, but many. Half of the enterprises employ fýve people or less, work in local markets, and have no intention of establishing trans-national organisations, Unlike in other sectors, many such enterprises are not sub-suppliers: they have a direct relationship with the promoter. The small or indeed microenterprise - whether in design or construction - whose owner has a personal stake in proper performance, can be equalled but rarely bettered in providing personal service to individual and many corporate clients. Small enterprises facilitate mobility and are more adaptable in meeting changing demand. Many world-famous architectural firms, undertaking the most prestigious commissions, employ a handful of staff. Locally-made building components and locally-sourced materials have for centuries shaped local culture and responded to local climate, 68.

We all desire improved quality and performance. It does not follow that, because the industry is fragmented, and the scale of operation often small, that scale must be increased. Neither small nor large operational scale induces capability of itself. Rather, it is organisational competence which matters. Furthermore, the issue of scale is different as between design and construction enterprises: small design enterprises are often very well suited to undertake large design commissions.

The entire sector can profit from intervention. However, resources are limited. At the present time, large enterprises are those best fitted to look after themselves, and must be encouraged to do so, in their own drive for improved quality. To focus on the development of smaller enterprises will foster regional difference, maintain employment, reduce centralisation, reduce transport and environmental costs, and locally distribute profit, 69, 70. It will bring suppliers closer, and make them more responsive, to their client. This will advance not only society's, but also the promoters interest.

Public policy on construction sector scale should now shift to take account of all the relevant interests:

Concentrate State care on the smallest enterprises, to promote training and development of their enterprises and workforces, so as to obtain the highest standards from the smallest firms, 71.

Encourage small manufacturers to produce the highest quality components.

Ensure that procurement procedures allow the smallest firms to compete on an equal footing for all commissions.

Consult small enterprises on the development of Eurocodes and quality mechanisms so that harmonisation no longer favours large scale.

Ensure that fiscal policy encourages the conscientious small contractor and not the black economy.

4.5 Industrialisation

Construction sector industrialisation has improved profitability, but is widely recognised as having caused immense damage. Policy should focus on built and unbuilt environmental quality.

Industrialisation has pervaded the construction sector. 100 years ago a window was cut, assembled, glazed and painted on site; today, it arrives shrink-wrapped, glazed and painted, complete with ironmongery, to be glued in place. This phenomenon can be seen at all scales and stages of the design and construction process.

Industrialisation has many benefits. It has speeded the process: projects which 30 years ago took 18 months are now completed in nine, a signifycant benefit to a promoter borrowing finance. It has also facilitated high quality components: today's window loses less heat, is less draughty, and requires less maintenance than yesterday's. In this context, it is easy to understand calls for more industrialisation, 72.

However, industrialisation is not always beneficial. It progressively reduces labour content as trades are removed from site, 73. It promotes uniformity and neglects craft skills, 74. It damages local tradition, which is nowhere more important than in the built environment. Traditional components and skills are vital in an industry where over half the work is to maintain and repair old buildings, and must be fostered so as to protect valued buildings and environments.

When employed at a larger scale, standardised, heavyweight construction techniques, the development of which is driven by commercial imperatives, have often proved to be insufficiently tested as regards simple component performance: accidental collapse; reinforced concrete corrosion.

At the same time, and harder to undo, those same techniques have often had a devastating impact on the neighbourhoods where they are employed. In recent decades, massive industrialisation in the building sector has resulted in an ideological, technical and architectural disintegration. Thousands of post-war social housing blocks bear witness to this.

How did this happen? We should not judge by today's standards. Enormous works of social accommodation: housing, schools, hospitals, were built from urgent need before and after the War, 75. In 1930s Paris, one apartment in nine had private sanitary accommodation. In 1926 Dublin, 50% of persons in families lived in 'homes' of I or 2 rooms. The statistics are typical of all Europe. The use of industrialised processes to maximise output is understandable in this context. Recalling such figures, the advances in accommodation have been enormous. The 1950- 1970 boom in large measure arose from similar needs. However, this was not always the case, and profit-driven development in an unregulated climate also caused immense damage, The architectural profession also admits that, while social ideals guided the actions of many architects, others concentrated on certain aspects of building to the detriment of the overall quality of the built environment.

This is now clear: wrong decisions were made, guided in large measure by sincere but blind belief in technology and in the future, and by trust in ideologies which no longer dominate, 76, 77.

Finally, it must be said that powerful profit-driven economic interests in the construction sector promote industrialisation and increases in scale for their own ends, under the guise of improved efficiency and lower costs. This is understandable, but not acceptable as a reason for advancing the process.

Several lessons must be learned from this account of recent industrialisation. Firstly: what was necessary in the past is no longer necessary or desirable. Circumstances have changed. Today, there are many needs, but the most urgent is to rethink our industrialised environment. Secondly: what happened before can happen again unless the lessons of many twentieth century built environments, plain to see, are learned. Thirdly: much of what was done can now also be undone: we must stitch together our torn built fabric. Finally: we must apply the benefits of industrialised techniques in a way which does not damage Society's interests.

Public policy on construction sector industrialisation should now shift:

Promote industrialisation only where this improves the built environment and not where it benefits the constructor, manufacturer, or promoter alone, 78.

Reject industrialisation where it leads to unnecessary standardisation, neighbourhoods of inhuman scale, or destruction of local culture. Foster good craftsmanship, through proper apprentice schemes, craft training, public awards, and registers of competent tradesmen. Through training, the development of appropriate design codes, and public encouragement, foster reuse and rehabilitation, and the use of appropriate traditional materials and methods, tried and tested in local climates and environments, while at the same time making the best of what industrialised processes offer

Control the impact of industrialised fabrication on traditional environment, building, and detail.

Undertake a search for construction methods which are technically rational and architecturally adequate to cultural, social and individual adaptation, and which are economically sustainable.

Strengthen good practice in building design, and foster more research, not only at the technical level of improved and healthier components and cities, but also at the cultural and social level of architecture which responds to the needs of society.

Socially audit all proposals for innovation and merger, whether or not they lead to monopoly.

Develop an understanding of the correct place of industrialisation and of the damage inappropriate industrialisation has wrought in the past in construction sector education, especially of architects and other designers.

4.6 Specialisation

Sectoral specialisation has fragmented the design and construction process, and o ften neglects the interests o f the user and o f society. The generalist is needed to achieve the requisite overview.

As elsewhere in economic life, specialisation in the design-construction process grows from increased Sectoral complexity, and from the desire for focused efficiency and profitability. Construction materials have proliferated, increasing perhaps fifty-fold in number in a century. A medium size project involves perhaps six design firms and twenty construction companies; a large project, three times as many. The emergent project manager's goal is to control quality, time and cost in the promoter's interest.

The benefits are clear: a greater competence in defined areas; a closer focus on complex issues.

At the same time however, specialisation dilutes responsibility for the quality of the overall result, 79. Each person is concerned with only a small portion. Design specialisation promotes fragmentary and not holistic solutions: in building design for example, the use of specialist-engineered air conditioning instead of passive natural cooling. In the urban environment, fragmentation of responsibility is evident in the public realm, where traffic measures, soft landscaping, urban sculpture, lighting, paving, and facades are all 'designed' in an uncoordinated manner. On the construction site, a myriad of contractors, unfamiliar with the works, reduces safety. The specialist project manager is in constant danger of neglecting holistic concerns, detail quality and the interests of the user or the public.

A coherent built environment of high quality can only be realised to the extent that the design-construction process is managed with that end in view.

Public policy on specialisation in the construction sector should now take account of all relevant interests:

Focus building and urban design regulation more clearly on the overall quality of the result, and not on the quality of individual parts.

Ensure that the design-construction process, at all levels and scales, is led by competent generalists, who combine technical, artistic, social and managerial competencies and vision, capable of understanding the longterm effect on the built environment of decisions taken at the design stage, 80.

Help all involved in the process understand that its social purpose is to make good buildings and good architecture, and that the process is not an end in itself.

Help all involved in the process better understand the contribution each specialist makes, but not by overloading already crowded curricula. Incorporate an understanding of the social and cultural significance of the built environment in all related technical and specialist education.

4.7 Freedom of market access

Deregulation, the objective of public policy and of some companies, frees access to the market but is often incompatible with the real interests of the user and of society.

Recent Union-wide trends to broaden freedom of establishment and market access are visible in the construction sector as elsewhere. Within this, two particular pressures are visible. On the supply side, large enterprises seek to loosen restrictions on market access in architecture, engineering and some specialist trades. Secondly, and correctly, the Union seeks to broaden market access for public procurement to small and medium enterprises, and to promote transparency of selection procedures.

For many years Member States have restricted market access in architecture, in some engineering and some specialist trades, and in some design and build work. The reason for such restrictions varies, and can be a desire for quality of design, for safe performance, or for consumer protection. In some instances, restriction on market access is in the public interest, sometimes in the promoter interest, and sometimes in both. The need for such restriction has in no way lessened in recent years.

Directives on Public Procurement, intended to foster transparency and protect promoter interest, unintentionally damage the broader public interest. Difficulties of market access for small enterprises, for even medium size design and construction work, arise because of how transparency seeks to adopt objective criteria, and reduce the possibility of new market entrants or of small enterprises participating in many public sector projects. This will reduce innovation and cultural diversity, undermine small enterprises and centralise the design process. It is also unnecessary, thanks to insurance-backed guarantees. Furthermore, international trade agreements threaten European architectural cultural uniqueness and diversity, 81, by permitting the sourcing of design and manufacturing services from anywhere in the world.

Contracting and other enterprises, invariably of large size, promote designand-build strategies on the basis that this particular combination of services best fits the promoters need. The danger of self-interest as a basis for such pressures is evident, but in any event, the promoter's needs are rarely truly met by such strategies. The quality of design and life-cycle performance in such projects is almost inevitably lower than obtains where design and construction are kept separate. Even the State, which usually regards itself as an experienced promoter, is frequently incapable of adequately assessing design and life-cycle quality as part of a package deal where lowest initial total cost inevitably, for reasons of transparency, becomes a major consideration.

Transparency cannot deal with the 'soft facts'. Contractor-led design focuses on maximum efficiency during construction, which promotes mechanisation, coarsens detail design, and neglects life cycle issues of best design and best performance, 82. None of this is in the promoter's or society's interest. This has already been acknowledged in public policy of at least one Member State, 83.

Even where the promoters' interests can be said to be met, those interests are not coterminous with society's. For example, a promoter desiring a short term investment return will not provide the long life building society now needs. In such situations it is inevitable that the choice of architecture is made primarily ön a cost basis, and the danger of the architect becoming in the process a mere agent of the contractor, and overlooking the users interest, is ever present,

Freedom of market access, in relation to activities which impact on people not part of the private agreement, must continue to be regulated in the common good. This involves the selection of persons such as architects, engineers and certain trade sectors, and also the selection of those who carry out work for inexpert clients, such as the providers of private sector package deal housing.

Public policy on construction sector market access should now shift:

Recognise that the traditional procurement method of separate design and construction, with independent, professional advice to the promoter at design stage is the best to ensure high design quality and low life-cycle costing, and shape both public and private procurement policy accordingly.

Review Directives on Public Procurement, so that the adopted selection criteria allow a firm of any size, if competent, to be commissioned for a project. Those criteria should respect personal competence and responsibility and not confuse size of enterprise with quality of performance. This will foster greater competition between small and large, cultural diversity, and also small and medium enterprises.

Regulate market access in sensitive areas, with regulation criteria based on tested ability and competence, on an understanding of the public nature of the built environment, and on ability and concern to deliver a correct level of service where this is not readily assessable.

4.8 Freedom of supplier competition

Free competition is essential, but, if unregulated, restricts choice and reduces quality. Competition must be based on the supplier's competence and on the quality of service.

European construction must be competitive, for global economic reasons and also to benefit Society in general, 84. Free competition in the sector has produced an abundance of goods, technical innovation, lower prices, higher standards, and larger choice. Competition benefits not only the building promoter, but also taxpayers, tenants and purchasers, 85. The duty of Authority to foster greater competition is clear.

Today however, this pursuit is undertaken without regard to its negative implications. New procedures to procure professional services radically change the process by which we create our built environment. Restrictions on competition are removed, with the result that neither prices, nor scope of services, nor contracts, can be codified.

Price-based designer competition leads to appointment on a lowest cost basis. This limits the time available for optimisation of design, and results in poor long-term solutions. This ignores the needs of the many promoters, private, commercial, and institutional, who build once or twice in a lifetime, who do not know the processes involved, and who cannot adequately prespecify their requirements, particularly as regards the 'soft facts'. It also ignores the needs of promoters, both public and private, for a comprehensive service without cost increases during its execution. It leads to inadequate project management, resulting in construction defects, project cost and time overruns, and poorly performing buildings in use. It leads to fraternising between architect and contractor, and hence to a lack of independent technical advice for the promoter, with a weakening of consumer protection. Finally, a desire to augment excessively low design fees can lead to unacceptable conflicts of interest.

In the construction process itself, unregulated competition and the resultant low pricing levels can lead to lowering of site safety standards as contractors attempt to meet unrealistic cost targets.

Furthermore, the impact of unrestricted advertising in other sectors is to reduce the number of suppliers and to eliminate small enterprises. In building design, where diversity and regional expression are important, their elimination is unacceptable. Restrictions on advertising in architects' Codes of Conduct result from a concern to ensure that commissions are awarded to the best designers and not to those who shout the loudest.

The standpoint that national markets are too closed and that they must be opened to more competition, is not the correct starting point. Indiscriminate opening of markets will promote more transport of materials, and more uniformity in a cultural milieu. Rather, we must judge to what extent opening of the markets will create better architecture, and act accordingly, 86. The open market built neither Chartres, nor Venice, nor Bath, nor the Hansa Viertel, 87.

In the long term therefore, it is not the promoter, designer, contractor, or purchaser who pays for a given underbid, but society in general. Competition policy must be reconciled with social policy. The paramount issue is that while one person commissions a building, a thousand work in it and ten thousand view it. The problem is wider than financial saving. To outlaw fee scales and promote competition on price does not secure the best built environment, as it precludes proper consideration of quality. This is why architects' Codes of Professional Conduct restrict competition on price.

How, therefore, should competition be promoted among building designers?

The ultimate public objective of competition must be highest quality, and not merely lowest cost as a matter of private interest. We must promote competition in both the building promoter's and society's interest.

Promoters must receive maximum value for money, through life cycle costing, cost estimating at design stage, and good design which exploits the context to its best architectural potential. It is impossible, however, to completely quantify or pre-specify architectural quality. The task is always an open one.

Accordingly, the best framework for competition, so as to foster the delivery at the same time of good architecture and of proper project management, is through a well-informed promoter selecting a good architect, for a fair fee, with an agreed and comprehensive scope of services to be provided. This combination, upheld by law in many Member States, assures the promoter of a full service for a clearly-defined fee, an assurance not available in a predatory business relationship. The promoter has fý-ee choice; if all prices are equal, the person who exhibits the best combination of good design and high service will obtain the commission. This arrangement ensures best results for both promoter and environment, 88, 89.

In public sector selection of architects, the competitive interview, making use of references, evidence of design imagination, design and management ability, quality of service, and personal commitment, with transparency of appointment and accountability for selection decisions, will produce the best long-term results.

The architectural design competition offers advantages to all participants: promoter, public, and architect alike. The promoter receives alternative solutions for the building problem. The public may be involved at an early stage in the process. Architects are directly challenged to compare their own creative power directly with others, which leads to suitable and innovative solutions to the programme. The competition has long been favoured as a way to procure architectural ideas, and promote their exchange and development; and, for young architects, successful competitions are often a welcome opportunity to embark on independent practice.

To be effective in seeking out the best design proposal and to foster the confidence of all involved, an architectural design competition must require anonymous entry; it must have a properly developed, clear, predefined brief; it must have an independent jury, with a majority of the assessors being of the same professional background as the competitors; it must have transparent assessment criteria; and the judgement must be openly available. The process must secure the author's rights of all participants, and ensure that one of the prize winners is engaged as architect for the project. Competitions can be open to all, or limited by invitation, and management procedures should be well established in each Member State. They have a cost, which in limited competitions is largely borne by the promoter, and in open competitions, is largely borne by the architectural profession.

Public policy on construction sector designer competition should now shift to take account of the potentially conflicting interests:

Promote competition only on the combined basis of quality of work and standard of service.

To foster competition on this basis, the criterion of lowest price must be removed from the decision, 90.

Exclude competition on price to the extent that this results in low standards of design and construction. This involves both deontological restrictions, and assessment mechanisms which judge quality as well as price.

Ensure that inexpert clients of design or of construction receive a comprehensive, high quality service, free from hidden cost increases. This involves fair, transparent and fixed scales of fees, and comprehensive schedules of services to both expert and non-expert promoters.

Promote competition on design quality, by the correct use of architectural competitions, 91, by encouraging and celebrating good design, and through restrictions on advertising.

4.9 Freedom of customer choice

Freedom o f consumer choice must be based on the public interest, which has to take account o f broader issues: - for example, preservation o f regional culture, and competence-based quali fýcation systems.

Customer freedom of choice is central to the open economy. Lack of choice, whether in types of goods or in suppliers of services, raises costs and lowers standards, while freedom of choice is a fundamental benefit.

Today, the construction sector promoter has tremendous freedom of choice. The range of suppliers of services, building products, and procurement routes, has never been wider, 92.

Those who seek greater freedom of choice say that selection of building designers, of building materials, and of contractual arrangements is the promoter's private affair. Taken to the extreme of being allowed to choose anybody, no matter their skill, or any material no matter its provenance, this argument ignores the resultant effects on the built environment for those excluded from the process, whether building users or the general public.

Governments have long restricted choice of construction sector suppliers in certain fields. The grounds for so doing are not only aesthetic, but also public safety. A Member State Tribunal of Enquiry has blamed loss of life in a fire on the promoter's choice of technically unqualified persons who specified unsafe wall and ceiling linings.

Freedom of choice has long resulted in trade of building products: stone, slate, lead, good timber. However, to allow total freedom of choice of building products ignores the effect on the local built environment of abandoning local materials and techniques. This has long been understood by some municipal control authorities.

Total freedom of choice in procurement routes neglects consideration of the impact different procurement methods have on the quality of the built result, 93. The lessening of design and life cycle quality inherent in package deal contracts, where lowest cost considerations inevitably introduce coarser design, greater industrialisation, and an over emphasis on the 'hard realities' has already been discussed.

Public policy on freedom of construction sector choice should take account of all relevant interests;

Manage the market in construction products to promote local materials of cultural significance (examples: external facing materials, roof finishes, street paving), 94. This will foster diversity and reduce environmental cost. Develop urban design codes, technical standards and promotional literature to foster local materials where culturally relevant.

In conjunction with the persons concerned, develop registers of competent designers, craftsmen, and general contractors, so as to help the promoter, especially the inexperienced one, choose appropriate suppliers of services.

In the minority of Member States with an unregulated market in building design services, regulate the market to ensure that competent persons carry out those tasks which impact on the public interest.

4.10 Consumer protection

To achieve the best levels o f consumer protection, public policy must foster both constructional and architectural quality, backed by sound guarantees.

The consumer, cornerstone of the market economy, has an ambiguous identity in the construction sector. Is it the 'consumer of the service' - the promoter, or the 'consumer of the building' - the citizen? In the present context, the consumer is the promoter, particularly the inexpert promoter or purchaser of the product. The open market seeks to protect this person by developing Quality Assurance programmes, with improved technical standards, and by greater supplier liability and warranties. Consumer protection is an important and necessary aim.

In this discussion, however, it must be remembered that the consumer is not the whole of Society. It has already been shown that, in the long run, promoter protection and user protection require different measures. More regard for the consumer is an inadequate protection of society's interest in the built environment, necessary though such protedion is.

Quality Assurance programmes (for example, to ISO 9000) assure quality to a pre-agreed standard, and hence provide consumer protection in the risky business of construction procurement. However, such programmes relate to the management of the process, not necessarily to the quality of the end product; and do not promote quality as an end in itself, but merely set targets to achieve a predefined quality level, be this high or low. The meaning of 'quality' has been unacceptably distorted, 95. Furthermore, the Quality Assurance process as it has developed to date derives from a manufacturing background, and tends to

invoke quantifiable criteria. When used in the architectural design process, such criteria do not promote architectural quality which is not easily quantifiable. Total quality management is a more useful concept in this regard.

How, therefore, might Quality Assurance best be used to promote both consumer protection and the best design?

It has already been said that the best consumer protection is a well-trained professional advocate acting to protect the consumer's interests. This aside, improving design and construction quality must be an a priori objective when discussing consumer protection, 96. The achievement of quality in architecture must be based on the architect's competence, on the transparency of the process, in ethical, legal, and economic terms, on a correct definition of the scope of services to be provided, on recognition of the 'soft facts' which are an inescapable part of the process, and on the proper resourcing of the architect for the tasks involved.

Public policy on construction sector Quality Assurance should broaden and develop:

Promote appropriate Quality Assurance for architectural design, which recognises that some of the process deals with unquantifýable issues, and which considers not only the quality level desired by the promoter, but also that required for Society, 97.

Promote appropriate Quality Assurance for engineering and construction, which can involve considering more issues than QA programmes have comprised heretofore.

Promote the preparation and delivery of building Maintenance Manuals on all projects.

Technical Standards protect the consumer with regard to normative matters: for example, glazing thicknesses, insulation levels, and structural performance. The open market seeks to harmonise such standards to reduce costs and to facilitate and increase observance. This is in the interest of the promoter, both public and private, and to be welcomed and supported.

However, Standards are a necessary and powerful tool for good building, but rarely deal with quality in architecture. Once adequate construction standards are attained, measures which cannot be quantified are the most significant, 98. For example: plastic window frames perform excellently in many respects: long life, lack of maintenance, good thermal insulation, bright colour, and with correct design can be recycled. But what of the impact of that same plastic window in an old building, in a hitherto coherent work of architecture, or in many traditional environments, whether rural or urban? Inappropriate regulation can create conditions where good architecture cannot be procured; but, on the other hand, proper regulation can create a milieu where good architecture can flourish.

Public policy on construction sector Standards should shift:

Develop technical standards which are appropriate to a personal, local, once-off, unique social and cultural activity, and not always based on models appropriate to a repetitive manufacturing process.

Develop standards to actively promote better and more durable components, and sustainable building components and systems. Promote the use of 'Best available technology' and 'Most appropriate technology' among promoters in general and among Public Sector promoters in particular, 99. This will result in longer component life, lower running costs, lower life cycle costs and, overall, better value for money.

Broaden the scope of regulation to include not only normative considerations, whether at the level of building or district, but also qualitative considerations: the 'soft facts' of social life.

As regards construction sector liability, consumer protection requires that, as in other sectors, designers and constructors who culpably commit errors in their work causing damage to the innocent be liable for such. This is correct and just. However, a consumer policy which leads to long periods of guarantee is not in the Promoter's best interests. Excessive levels of liability on the sector result in defensive design, where designers look to the preservation of their own interests, and design strategies and

building components are chosen with a view to protecting the designer against litigation, and not with a view to the best solution. This can result in higher construction costs than are justified, and in solutions which neglect the real interests of both the Promoter and of Society.

Parallel to the concern for consumer protection, proponents of the open market advocate harmonisation in the Union of such liability. In seeking this harmonisation, it is unnecessary to impose uniformity on Europe's varying legal systems. Instead, it is the results of those different systems which must be considered.

Neither inadequate or excessive liability levels will promote consumer protection. An equilibrium between the broader long-term interests must be sought. The best consumer protection is obtained where liability levels are clearly defined.

Warranties from those involved in the design-construction process that their work will meet predefined standards offer powerful consumer protection, 100. To date, the provision of mandatory guarantees or insurance is not widespread, although important in private sector housing. To back these guarantees with substance requires that those offering warranties, which can relate to either design or to construction or both, be competent to generally achieve the necessary performance standards. For this reason, consumer protection 'implies restriction of market access: registration of designers or constructors working in areas of consumer importance: house building for example.

The potential of the architect-client contract to protect the promoter, so as to specify acceptable performance standards, to undertake mutually satisfactory liability levels, and to provide wide ranging guarantees - often backed by insurance - cannot be overstated, 101.

Public policy on construction sector consumer protection should develop:

Improve the equilibrium between the imposition of liability on designers and suppliers, the promotion of consumer protection, and the reaction of defensive design and over specification. To this end, the architectural profession has played an active role in current Union Studies.

Encourage the sector to provide worthwhile guarantees to consumers. Whether this either involves insurance backed guarantees, or mandatory insurance for professionals, it will raise design and construction standards, reduce defects, and promote consumer confidence. Public fostering of guarantees - both for design and for construction - from small enterprises will promote Small and Medium Enterprises and discourage the black economy.

Promote consumer protection through State regulation of architectural fees and services, as undertaken already by many Member States. This is no obstacle to freedom of movement, as all: nationals and non-nationals alike: are free to establish.

Design and construction contracts for consumers should protect the consumer in delivering proper quality of design and construction, and in controlling project time and cost, through transparent agreement both for project management and for the resolution of disputes.

5. POLITICAL LIFE AND ARCHITECTURE

5.1 Conflicting realities and intentions

Public authority has the duty to reconcile the different interests of promoter, user, and society.

The wishes of the user and of society for our built environment could be listed as: to maximise suitability in performance; maximise building durability; minimise environmental cost; facilitate human potential through social interaction or personal privacy; obtain new, and retain existing, aesthetic, environmental and cultural appropriateness, elegance, and delight. These wishes and needs have already been termed architecture's 'soft facts'. In general, these are quality-oriented, open to subjective assessment, and not quantitative, 102.

The promoter's wishes could be listed as: to correlate quality of result with that of intention; reduce uncertainty; minimise construction defect; maximise value for money; minimise life-cycle cost; and minimise designconstruction time. These considerations influence the making of architecture through budgets, timescale, regulation, contractual relationships and guarantees, and might be termed the 'hard reality' of the building process. These are in general quantitative and open to objective assessment.

Good building and architecture emerge through optimising the 'hard reality' and 'soft facts' relationship, 103. Collective political action is needed if building is to have economic, social, functional, and cultural validity, and if Europe is to obtain a coherent built environment. It is the duty of politicians and administrators to reconcile the different aspirations of those involved, 104.

5.2 The need for overview

The making o f a coherent environment requires an overview o fall interests involved. This is the particular skill and duty o f the architect.

Coherence cannot be attained by strengthening the interventions of each specialist, though that is also necessary. Coherence requires overview, not only of the building design and construction process; but also of the built result. All involved benefit.

The generalist co-ordinator needs the requisite overview, needs to be able to manage the process, and co-ordinate the specialists' disparate work, and to be competent to understand the technical content of the proposals and the promoters' needs. This requires an understanding of the needs of the user and of society, to incorporate these in a project proposal which also embodies economic, technical and aesthetic qualities. In other words: to achieve the optimum solution from the given conditions.

The architect's generalist formation, competence, and outlook is a unique strength in the construction sector, although a weakness in an age of specialists.

For this reason, the architectural profession believes that the pursuit of a coherent built environment, and the co-ordination of the design and construction process, is primarily its task, skill, and duty; and that the legal and cultural environment must encourage the pursuit of this goal.

5.3 A basis for a coherent environment

Coherence will not come about through regulation alone. Public policy must strengthen the user, look to the future, and help all to bene fit.

In creating our everyday environment we seek - in imitation of Nature - to combine correct functioning with a fine shape in a single organism: detail, building, or environment. A happy result is achieved through coherence of idea and goals, and of responsibilities and skills, applied both to process and product. We see such coherence at high moments in architectural and cultural history, where promoter, designer, user and builder understood each others' purposes, and where citizen and government understood and encouraged the principal purpose: the best possible built environment.

The conditions for shaping our environment are never optimum. The design of buildings and cities must seek to resolve conflicting wishes. Today, the lack of coherence of intention among promoter, user and society results too often in unsatisfactory building and poor architecture. The desire for technical and aesthetic quality collides with that for low design or construction cost. The desire for economic development conflicts with the wish to preserve an unspoiled site. The wish to physically conserve a historic centre, foster its everyday life, and sustain mass tourism is a major contemporary 'irreconcilable', 105. Today, the place of the user and also that of society itself is frequently vacant at design stage. The architect's responsibility to consider the user's and society's needs while being paid by the promoter involves significant conflict. A set of completely reconcilable interests is never found, I Ob.

Through regulation, authority seeks to control and reconcile conflicting intentions as between the promoter on one hand, and the user and society on the other. However, this process as it now operates is often far from achieving happy results. Building regulation is normative and cannot result in architectural quality. Attempts to procure architectural quality through controlling plot ratio, zoning, site coverage and set back rarely succeed.

The following principles should underlie the development of public policy on a coherent environment.

A coherent environment does not imply uniformity of appearance, and cannot deny either complex social reality or the unexpected, 107.

Strive to reconcile the conflicting aspirations of user, society, and promoter and seek a 'win-win' situation.

Look to the present and future, and not to models from the past alone. Given present day realities, strengthen the voice of the user and of society in their need for architectural quality.

Recognise that coherence and its pursuit are dynamic quantities. Pursuit involves change; and a changing society continually invokes changing relationships.

5.4 Fostering coherence: Authority and Society

Authority must foster coherence by promoting debate on architecture and the construction process, by changing regulatory systems, and by acting as an exemplary promoter of the highest quality work on its own behalf.

An environmental conscience is the responsibility of every citizen, but National Governments and the Union act in the name of all. The Union and Member States already do much to promote coherence, 108, 109. The architect's centrality to the process of ensuring that the public good is taken into consideration when our built environment is being created or re-created is carefully described in State and Union legislation. Several Member States have recently adopted policies on architecture. Many environmental education programmes seek to impart and to foster broadbased civic understanding.

But there is more to be done. Authority must now seek to regulate the construction process in the interest of the common good: the best possible quality of building and of architecture; and to foster the promoter's interests - efficiency value for money - at the same time. Conflicting intentions can best be articulated and then reconciled through debate and dialogue. Authority must promote debate and dialogue about architecture and the construction process. It must also develop an understanding of extraordinary potential in a coherent built environment and must seek to foster this.

To promote coherence of intention in relation to the built environment, public policy should move and broaden:

Develop a mutual understanding of intentions, rights, and responsibilities in the education of citizen, designer, and promoter.

Foster a planning process which facilitates discussion and transparent decision making.

Devise regulatory systems to foster user responsiveness, cultural coherence, and small-scaled intervention.

Accept and foster the promoter's rights, and speed the designconstruction regulatory process, where socially acceptable, well designed proposals are made.

Curb building procurement for anti-social ends such as excessive shortterm profit, and where the means are anti-social, as in excessively large scale or single use development.

Administrators and designers charged with making decisions about the built environment should have a thorough understanding of architecture and of peoples' needs for a good built environment.

Promote public evaluation of architecture at every level from the Union to the village; and highlight and discuss both good and bad work.

The importance of the public sector as a construction sector promoter in its own right is often mentioned. Here, Authority has a duty to promote a coherent built environment through its management not only of the building design and construction process, but also in the management of the transport and energy infrastructures which it undertakes. The vistas of many urban peripheries: blocks of single-use housing, isolated between motor highways, under a sky scarred by electricity pylons, with the adjacent 'space left over after planning' abandoned to weeds and dereliction, are a product of incoherent state intervention.

Proposals for designer selection on the basis of qualitative considerations: quality of previous work; commitment to the proposed job; imagination, cultural sensitivity, understanding of the milieu; and general management and architectural design skills: have already been made. The means for government to achieve transparency: pre-qualification processes not based on lowest cost; design competitions with publication of results; and above all, public scrutiny of and debate over the built result: have also been canvassed. However, the issues are broader than this.

To foster coherence, the policy of the Public Sector, as a construction promoter, should shift:

Ensure that those it engages to undertake construction design in general and building design in particular understand the social importance of the built environment.

Examine its many-sided activities and ensure that the overall result is greater than the sum of the individual interventions, I 10, I I I.

In all building and infrastructure initiatives, audit environmental impact, insist on a coherent result, and do not allow lowest initial individual project cost to determine lifetime environmental quality.

5.5 The Architectural Profession

Architects must remember their core skills: - to add value through invention; promote environmental quality; and their contribution to urban culture.

The pursuit of a coherent built environment has important implications for the architectural profession in general, and for its leaders in practice and education in particular. The profession must ensure that those entrusted with the design of architecture and the management of the building project have a generalist and humanist formation. They must be able to interpret social and cultural needs and to give these needs technical and constructional expression. They must be able to positively engage with society's and users' aspirations, and to dialogue with all those concerned with the built environment. At the same time as all this, they must have an adequate training to protect and foster the promoter's interests of project quality, cost and time management, 112, 113.

This is already done in large measure. Architecture Schools already teach management and construction alongside the more traditional skills. The Advisory Committee on Education and Training in Architecture has made important studies and recommendations in many areas. Many professional institutes have sizeable programmes of ongoing development.

However, as always, but now more than ever, in its pursuit of a coherent built environment, the architectural profession must recall its core skills and duties:

Remind itself that to achieve coherence among different interests demands more than planning knowledge, building skill and high technical standards. It demands commitment to the beauty of things and respect for the individual and for the planet. Remember that in the right hands, a window may grow from being a hole in the wall to being a source of that wondrous element: light; which gives birth to the indefinable notion: space;

Remind itself that the architect's most valuable contribution is likely to be the most characteristic: an ability to add value through invention; to sketch and to explore options for a future, which is not even known; and to combine this with the respect of the past and the site in working for and with individuals so as to provide a democratic response to aspirations for use;

Remind itself that if, through a unique set of competencies, the architect is the person best placed in the construction industry to act as an environmental conscience for buildings, promote the quality of the built environment, provide professional advice uncontaminated by commercial interest, champion the promoter's rights, and facilitate dialogue between promoter, user, and public:

Act accordingly

6. EUROPE AND ARCHITECTURE TOMORROW: PROPOSITIONS

6.1 European life and building tomorrow

The economic goal o f maximum production e~ciency must be replaced by goals o f improved creativity and human relationships, a sustainable, elegant, human-scaled built environment, and a design and construction process serving the interests o fall concerned.

European life is today too diverse for unitary solutions: we need pluralism of thought. Our lives are too complex for State secrecy: we need public transparency of action. Our continent is economically and ecologically too interdependent for the nation state: we need global awareness. Life is too complex for continentalism: we need regionalism. Business is too powerful to be self-centred: we need new codes of

business ethics and of regulation in the common good. Our problems are too large to exclude people from their solution: we need inclusion and participation, in economic and social life. Cyberspace is too beguiling for us not to constantly recall that life is rooted in the present reality. The economic goal of profit is too trivial to be placed before the pursuit of human happiness. Above all, the freedom, dignity, creativity and intelligence of people have too often been called into question for us to continue to do so.

A new paradigm involves a fundamental shift in values. This coming paradigm must be based on a set of demand-led aspirations. That is to say: aspirations which centre~on peoples' needs rather than on maximising production of goods and services. These aspirations are notably: an increase in individual freedom as well as in human and material diversity; a higher valuing of craftsmanship and of personal service; and, out of respect for each other and the globe, a higher value on human relationships, 114, I I S.

Much of tomorrow's built environment is already in existence. But that environment can and must be transformed to become an environment for all citizens. It must be a built environment born out of a coherence of intention, where the timeless themes of suitability, durability and delight are restated for today's building user and for contemporary society, I 16, I 17.

A built environment where building embraces and supports both privacy and conviviality; with interiors which are well lit and ventilated, quiet, carefully detailed, good to live and work in; which respects individual human scale; where the prominent buildings are those of social and not merely economic significance; and where both user and citizen have more say in what is constructed and demolished.

A built environment where building is robust, of long life, solidly detailed, with high standards of workmanship and of craft.

A built environment with clean air, shelter, and quiet; where settlement and building make private motorised transport of people and heavy goods less necessary; where building respects and admits the natural landscape and environment; building which the planet can sustain, with waste pollution and energy consumption minimised.

A built environment which is well proportioned; where the contribution of the past is valued; where contemporary culture has its proper say, and where regional and metropolitan culture find their appropriate expression, 118, I 19.

A changed intellectual climate must also improve the procurement process to better achieve the promoters goals. Tomorrow's construction process must be one where

• The actors, including promoters, designers, constructors, government, and society generally better understand each others' views and priorities

• Construction quality is maximised and defects minimised

• Value for money and efficiency are maximised and cost minimised

• Disputes are resolved fairly, quickly and simply, with less litigation than at present

• The freedom, creativity and intelligence of all are used to the greatest benefit, 120.

To implement the propositions in this paper will shift the creation and maintenance of our built environment towards meeting lasting and fundamental concerns of European citizens. The following paragraphs synthesise the policy propositions of previous chapters. This do not imply that others have no role or responsibility, but authority has the main role; and architects must also consider their own profession if they are to prescribe for others.

6.2 The European Union

A coherent European Union policy starts with the improvement o f the built environment and with the process o fits realisation.

In conjunction with the Member States, the Institutions of the European Union should:

Prepare a Union policy on architecture, taking into account the needs of citizens, users, promoters, and designers, and the views of all relevant Directorates, 121.

Review the law on the Public Procurement of architectural services to give expression to the primacy of the public interest of the best possible quality of building design, to ensure such is obtained, and to more actively foster the interests of small and micro enterprises.

Review existing competition law so as to ban competition among architects on a lowest price basis, to ban selection of architectural design on a lowest-price basis, and to promote competition on design ability and quality.

Reorient construction sector standards to foster traditional methods and materials, and to foster the delivery of the best quality architecture, 122.

Introduce Union-wide measures to safeguard and promote the use of construction materials and strategies of regional cultural significance.

Aim to reduce primary energy demand in the construction sector by a third by the year 2010, for example through the use of fiscal and other measures to promote this aim in both new build and in reconstruction.

Promote a sustainable built environment, 123, 124, 125: for example, by promoting low energy, passive solar, and sustainable design techniques; by increased dissemination of information on best practice; by extending the SAVE regulations to ban the use of electric space heating unless derived from renewable resources; reorienting professional formation; by providing design supports; by promoting research into sustainable components and strategies; researching air quality in the outdoor and indoor environment; by developing strategies for urban and demolition waste reduction and recycling; and by undertaking studies into sustainable urban community.

Promote Europe's architectural culture in the GATS negotiations.

Audit all building and infrastructural proposals seeking EU subvention under cohesion or structural funding for architectural quality and environmental impact. Reject applications for funding of low quality projects.

Devise a policy, with financial measures where appropriate, for the remaking of those areas of European cities and towns, induding centres, peripheries and access nodes, devastated by poor architecture, 126.

Devise a policy, with regulation where appropriate, for Union-wide promotion of informed cultural tourism, with control of mass tourism and of its physical manifestation at all levels from the rural landscape to the urban footpath, 127.

Ensure every Member State has a proper, culturally adapted policy of consumer protection.

Ensure that Union Administrators charged with making decisions about the built environment have a thorough understanding of architecture and of peoples' needs for the best built environment.

Become a best practice promoter of the highest quality architecture, and use life cycle and environmental costing procedures in all public commissions, 128.

6.3 National Government

Coherent EU Member State national policy starts with the improvement of the built environment and with the process of its realisation.

To the extent that they have not done so already, the Authorities at National level in each Member State should:

Prepare and adopt a National Policy on Architecture, 129. This, in conjunction with all interested parties: citizens, preservationists, users, consumer groups, public and private sector promoters, contractors, engineering professionals, artists, and especially architects. The policy to include appropriate measures on education at all levels, promotion, public sector procurement, national materials, and professional formation.

Ensure that non-building infrastructure is designed to take account of overall environmental quality.

Promote sustainable development: for example, by developing a national land use policy; by banning further extension of urban peripheries, out-oftown hypermarkets and office parks; by implementing pilot sustainable urban development programmes, with a view to wide implementation in the medium term; by researching the relationship between land use zoning, developmental sprawl, transportation modes, energy consumption, pollution, and global warming; by properly funding the highest standards of public transport for people and goods; and by seeking to integrate environmental costs into economic accounting.

Ensure that fiscal and construction regulatory policy do not discriminate against reconstruction as opposed to new build.

Establish a National Architectural Council with Statutory powers to safeguard heritage and promote contemporary architecture, with a broad base of interested representation.

Devise a policy for construction sector liability, with a framework for construction sector guarantees or mandatory insurance for consumers.

Ensure that building design and conservation is carried out by technically and culturally competent persons.

Draw up registers of construction craftsmen and small construction enterprises, with admission restricted by competence.

Focus all training effort on the small and micro enterprises in both the design and the construction sectors, to promote high standards of safety, design, and construction, and to ensure changing practice is continually internalised.

Improve the design and construction of dwellings, for example, not only by raising but also by improving space standards, by improving environmental performance, and by minimising unwanted sound transmission.

Review legislation to ensure that holistic architectural values are given primacy of value in local development control, 130, 131: for example, by removing legislation permitting development after quantitative assessment by way of plot ratio, site coverage, or zoning; and by drafting national guidelines för qualitative substitutes, 132.

Publicly state that a built environment of the highest quality is worth having and worth paying for, and act accordingly.

Ensure that National Administrators charged with making decisions about the built environment have a thorough understanding of architecture and of peoples' needs for the best built environment.

Become a best practice promoter of the highest quality architecture, 133, and use life cycle and environmental costing procedures in all public commissions.

6.4 Regional and Local Government

Coherent regional or local policy starts with the improvement o f the built environment and with the process o fits realisation.

To the extent that they have not done so already, Authorities at regional and local level should:

Draw up three dimensional frameworks for development control, for example, by providing architectural guidelines for elements of public impact: setbacks, heights, open spaces, block size, facades. To ensure correct decisions, foster public debate on proposals for development. To foster coherence of intention, encourage the meeting of promoters, conservationists, and citizens, 134, 135.

Prepare detailed three dimensional action plans for the reconstruction of urban areas devastated by monofunctional development and by inappropriate architecture, especially in the 1960s and 1970s. This will involve extensive reconstruction of areas of inner cities and peripheries. In all such reconstruction, audit proposals as regards density and use mix so as to reduce dependence on private motorised transport.

Prepare action plans for the reconstruction of rural areas damaged by inappropriate development, including tourism, transport, energy and communications buildings and infrastructure, and monoactivity.

Re-examine development control methods in the light of the experience of the past three decades. Scrap quantitative restrictions which have led to over concentration in some districts and over dispersion in others. Prohibit development in the few remaining unbuilt areas.

In the light of Union and National research on the sustainable city, foster the development of sustainable neighbourhoods, 136, 137. Extend measures to maximise recycling and reuse, of glass, plastics, water, domestic refuse, soils and wastes. Introduce local taxes on glass, metals, and plastics packaging. Promote closed systems of waste treatment.

Devise appropriate fiscal measures to limit urban development, especially of the 'comprehensive' type, to an appropriate size, for example by the use of land and property taxes to penalise against overscaled or inappropriate development, derelict buildings, and vacant sites.

Promote city centre renewal, for example, by surveying vacant upper floors in commercial urban areas, examining the reasons for such, and by taking steps to maximise its residential re-use, including fiscal incentives, promotion of good design, and provision of physical and social infrastructure,

Ensure social housing is of the highest constructional and architectural quality, providing adequate space standards, incorporating sustainable components and strategies, and by insertion in a sustainable environment.

Ensure the use of regionally appropriate materials in urban landscaping and public spaces, 138.

Review design of traffic engineering components including traffic lights, road signs, surfaces and marking, to ensure visual quality.

Increase tree planting and soft landscaping by an substantial factor in urban areas and along highways.

Promote social interaction and cohesion through increased provision of public parks, creches, meeting halls, libraries, and computer facilities.

Promote cross-border regional co-operation to promote and safeguard cultural identity and environmental quality.

Ensure that Regional and Local Administrators charged with making decisions about the built environment have a thorough understanding of architecture and of peoples' needs for the best built environment.

Become a best practice promoter of the highest quality architecture, and use life cycle and environmental costing procedures in all public commissions.

6.5 The Architectural Profession

The architectural profession will continue its own policy shifts in order to foster the interests of promoter, user and society alike in Europe's built environment.

To the extent that they have not done so already, architectural organisations in the Member States, in conjunction with the Architects' Council of Europe where necessary, pledge themselves to:

Promote mandatory continuing professional development, to include, for example, emphasis on developing management and communication skills, and on fostering knowledge of building conservation and sustainable design, 139, 140.

Take steps to improve the broad level of design and project management standards, for example, by making incompetent performance in these areas a matter of professional concern.

Encourage dialogue with the user and with society, for example, by reinforcing consultation with user and conservationist groups, promoting public exhibition of design work, and by promoting involvement of

conservationists, user and consumer groups, and non-professionals in publications, tribunals, design juries, and education.

Research and put into practice procedures to promote the quality of the built environment for private promoters of limited means.

Foster consumer protection, for example, through the promotion of mandatory professional guarantees or insurance.

Ensure that the interests of society in good architecture are properly explained to all involved in the design and the construction processes.

Ensure all students of architecture receive a solid professional grounding in matters of concern to the promoter, for example, project management, including time, cost and quality control; in communication skills; and in sustainable design strategies; as well as in renovation old buildings and in building maintenance.

Strengthen architectural education, for example, by improving links between Architecture Schools and Art Colleges, between the Schools and the Profession, by studying the user's needs, by nurturing the understanding of regional characteristics, and by assisting cross-border exchanges.

Reinforce co-operation among professional architectural organisations, for example, by promoting cross-border professional collaboration, and by promoting and diffusing standard conditions of appointment and other professional documentation.

7. EPILOGUE

Architecture: yesterday, today, and tomorrow

Today, Europe is at a time of shifting social and cultural values, of economic restructuring and of vast environmental challenge. Now, as always, Architecture continues to possess real power: that of joining or separating people, of inviting encounter or of excluding confrontation, of fostering global thought while encouraging local action, and of creating and nurturing a sense of place and of regional identity.

It lies within our power to take a decision to set about creating a contemporary built environment equal to the best of our past. Such an environment will not be achieved without cost, but the greatest cost will be one of change of attitude: many of the proposals in these pages can be implemented at negligible financial expense. Such an environment will not be achieved overnight, but steps to implement many of the proposals in these pages can be initiated immediately.

The outcome of the policy changes proposed in this paper will be to protect our environment through energy efficiency and sustainable performance. It will reduce unemployment by promoting work in the careful maintenance and repair of the existing building stock. It will promote economic competitiveness through encouraging building economy, flexibility, long life, and better value for money for the promoter. It will foster tourism through contemporary and widespread architectural elegance, cultural coherence, and controlled development, both urban and rural.

It will confirm Europe's status as the ongoing centre of western civilisation.

All that will be as nothing, beside the boon it will be for ourselves in our everyday lives, 141.