HYBRID PLACES :
A CONCEPTUAL FRAMEWORK

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▶ RESEARCH INFORMATION

KEYWORDS

Hybrid places / New WOW / Housing / Labour Market / Urban development

CONTEXT

The development of **new ICT's** has strongly influenced working life, progressively delocalised and desynchronised [1]. The deregulation of the labour process, the labour value shift, and the evolution of relationships between workers and their partners, have led to the emergence of **telework** during the 80's [2], and later, various ways of teleworking coexisting today, including "mobile work" and "NWOW" - New Ways of Working [2, 3]. Basically, it is nowadays possible to work at anytime in any place [4].

In this context, **hybrid places** are defined as a combination of professional and living activities within the same building, considering both new constructions and reconversions of office/residential building units, either through formal or informal procedures. This notion includes "**third places**" as well, referring to co-working spaces, incubators, as well as public spaces used to work [2,5]. These places are expected to host urban amenities and the aperture to different sectors so as to form "innovative communities" [6].

QUESTION AND GOALS

"What kind of **regulation regimes** can be set up to mitigate hybrid places development regarding its impact on urban sprawl and fragmentation?"

At the urban region scale, new WOW have had consequences, not only in terms of mobility, but also regarding two other aspects, identified in our research as sets of **risks**:

• urban development, in particular the effects of an unregulated production of hybrid places, possibly fuelling **urban sprawl** ;

• housing market **fragmentation**, due to an increased competition and potentially high prices of the new mixed units.

Then the **objectives** are

• to **map** the current development of hybrid places in metropolitan areas, w.r.t. geographical location, formal/informal character, and users' profile.

• to offer adequate **regulation regime** for the production of hybrid places ;

• to consider the specific potential of hybrid places in **public housing**.

METHODOLOGY

A **comparative analysis** will be carried out in three European cities: Brussels, Amsterdam and Stockholm. All three have similar demographics, but their own specificities w.r.t. housing stock, labour market, etc.
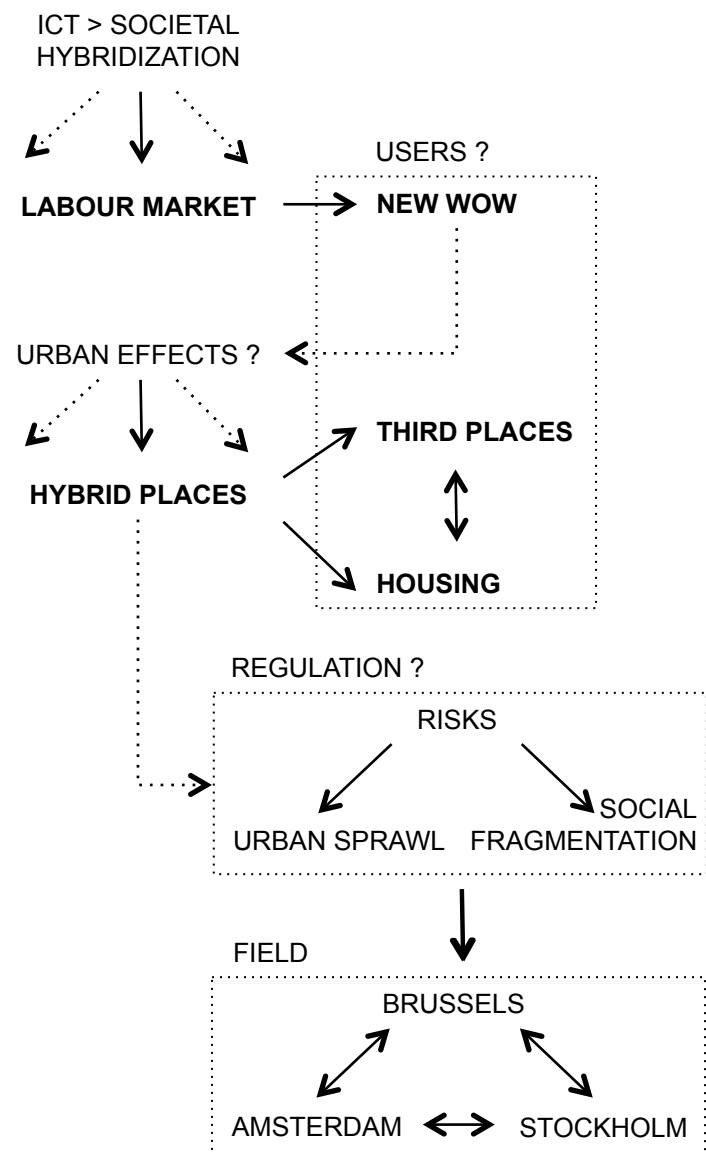
Practically, the local **market dynamics** will be analysed, mapping the role of public and private stakeholders, both front-line people and policy-makers, and exploiting the existing incentives and governance tools devoted to the production and enhancement of hybrid places. The most relevant solutions will be validated through the combination of **qualitative tools** (interviews, workshop scenarios) and **spatial analyses**. This will allow us to propose concrete regulation facilities for a sample area of Brussels.
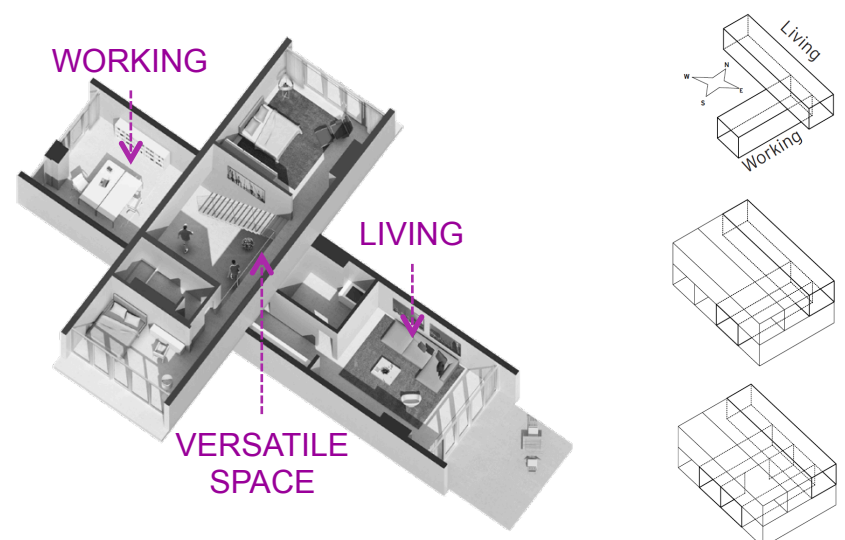
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▶ **Fig. 1:** Conceptual framework diagram

▶ **Fig. 2:** Concept of « hybrid place » (© http://www.iba-hamburg.de)

▶ **Fig. 3:** Third places in Brussels (© http://www.greenbizz.brussels), Amsterdam (© https://www.wework.com), and Stockholm (© https://www.workaround.se)

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