

CULTURAL PLANINNG & PLACEMAKING

QUICK PERSPECTIVES IN A DK PLANNING / ARCHITECTURE CONTEXT

CHRISTIAN PAGH
CULTURE DESIGNER
OWNER UIWE





UIWE IS CULTURE DESIGN AGENCY

WE IMPROVE RELATIONS BETWEEN
PEOPLE AND PLACES.





WE WORK TO MAKE PLACES MORE
FIT FOR PEOPLE!



WE WORK TO MAKE DAILY LIFE MORE
SENSIBLE AND FRIENDLY!

METHODOLOGY: LINKING CULTURE & DESIGN COMPETENCIES



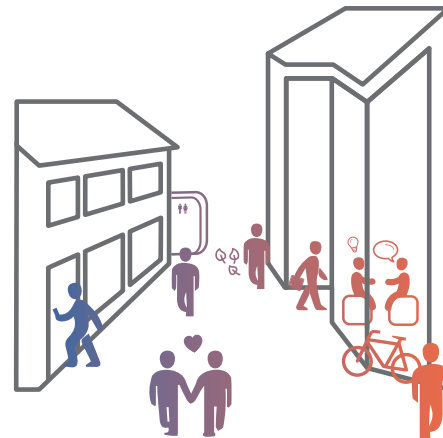
CULTURAL ANALYSIS

We put real effort into uncovering what people do, where and why.



DESIGN EXPERTISE

We develop deep solutions using a variety of planning and design tools.



SOLUTIONS FIT FOR EVERYDAY LIFE

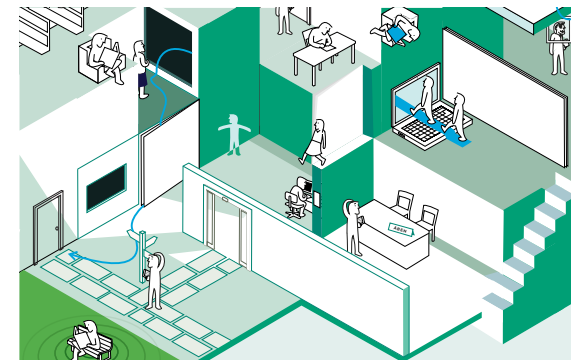
Our output is specifically designed for our users' culture and context.

IDENTITY & BRAND STRATEGY



UIWE PROJECTS

PRODUCT & EXPERIENCE DESIGN



CULTURAL & URBAN PLANNING

USER-ORIENTED INNOVATION

CULTURAL PLANINNG & PLACEMAKING

QUICK PERSPECTIVES IN A DK PLANNING / ARCHITECTURE CONTEXT

An aerial, black-and-white photograph of a dense urban environment. The image shows a large, rectangular courtyard or plaza in the center, surrounded by tall, multi-story buildings. The buildings have a repetitive pattern of windows and balconies, suggesting a high-density residential or commercial development. The courtyard area appears to have some landscaping, including trees and walkways. The overall perspective is from a high angle, looking down into the courtyard.

CULTURAL PLANNING: MORE THAN FUNCTIONALITY

CULTURAL PLANNING MUST CONSIDER

- the soft infrastructure linked to the hard
- the social and cultural fabric of the urban experience
- the knitting together of the urban fabric beyond functionality

CULTURAL PLANNING FOR URBAN PLANNING A (REFLECTIVE) BATTLE OF CULTURAL CLASHES



CULTURAL PLANNING PEOPLE:
CHARLES LANDRY, COLIN MERCER, LIA
GHILARDI, FRANCO BIANCHINI

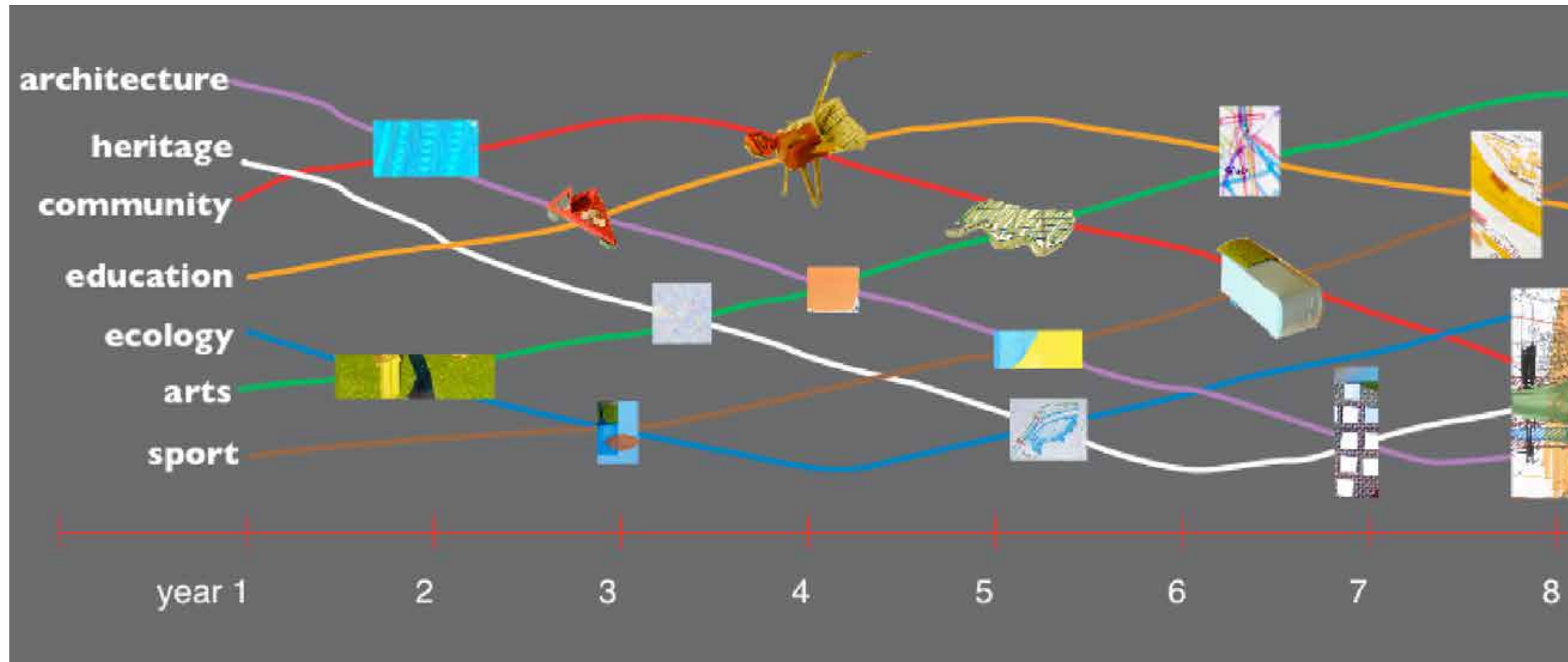


**EXPERIENCE ECONOMY /
CREATIVE CLASS PEOPLE:**
RICHARD FLORID, JOSEPH PINE, ETC.



CULTURAL PLANNING: **THE BATTLE OF WHAT CULTURE MEANS**

<u>Creative Cities</u> - a la Florida	<u>Cultural Planning</u>	<u>Cultural Policy</u> - Planning for the Arts
Cities as global competitors	City as a local space - geografical	City as an art-scene - sectorbased
Planning fun and flow for the creative class - Culture as experience	Planning for diverse life-styles and sub-cultures - broad, antropological definition of culture	Planning for “creative moments” - narrow, humanistic definition of culture
Creativity as economic capital	Creativity as a local ressource	Creativity as aesthetic experiments with intrinsic value
Culture-led economic strategy based on the 3 T’s	Strategic use of culture in community development	Strategic development of the arts and its audience



"CULTURAL PLANNING IS THE STRATEGIC AND INTEGRATED PLANNING AND USE OF CULTURAL RESOURCES IN URBAN AND COMMUNITY DEVELOPMENT"

COLIN MERCER

HOW DOES CULTURAL ACTIVITIES / APPROACHES AFFECT DK PLACEMAKING?

3 CASES AND SOME LEARNINGS

CULTURE IN URBAN PLANNING / DK / CPH THE LAST YEARS

LARGE SCALE / REALDANIA

KØGE KYST
FREDERICIA C
RINGKØBING

LARGE SCALE OTHER

NORDHAVN
CARLSBERG
ØRESTAD SYD
BELLA KVARTER
CARLSBERG

SMALLER CULTURE DRIVEN

HELSINGØR/ CULTURE YARD
KØGE / KULTURHUS
ROSKILDE / ROCK MUSEET /
MUSICON

An aerial photograph showing a coastal development project. In the foreground, there's a dense residential area with red-tiled roofs and green spaces. To the left, a large industrial or port area is visible with various buildings and a pier extending into the water. The middle ground shows a mix of existing buildings and new, modern structures with white facades and flat roofs. A red line marks a boundary or path through the new development. The background features a body of water and a distant shoreline with more greenery.

CASE: KØGE KYST DEVELOPMENT

Challenge:
Creating a new neighbourhood with **culture as a driver**
Changing **perception and use of a place**

Culture everywhere in the program

- meaning 1000 things

Cross-disciplinary teams

- talking about culture, culture and culture

Culture process later

- focusing on urban activities in the area

Investing 30 mio in temporal / cultural activities



INVESTING IN TEMPORAL CULTURAL ACTIVITIES





MIDLERTIDIGE AKTIVITETER I BYUDVIKLING

MIDLERTIDIGE AKTIVITETER I BYUDVIKLING



HOW MUCH DOES IT MATTER?





Challenge:
Creating **identity and activity** in a new neighbourhood
Changing **perception and use of a place**









BIGGER SCALE PLANNING STATUS:

CASES: KØGE KYST DEVELOPMENT / CARLSBERG

Ambitious competition structures involving cultural questions and actors

– but often extremely complex and unfocused.

(Some) focus on local / regional stakeholder engagement

– associations, cultural institutions, organizations, sports clubs, etc.

Focus on temporal cultural activities – involving artists, local stakeholders etc.

– before construction begins.

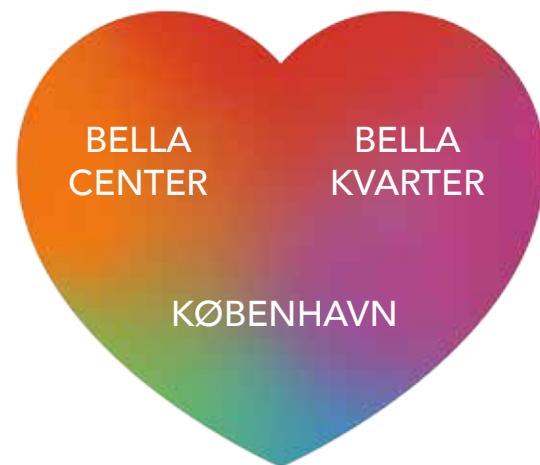
But the openness / dialogue / cultural feedback is hard to curate = find.

- as hard-core negotiation / construction begins

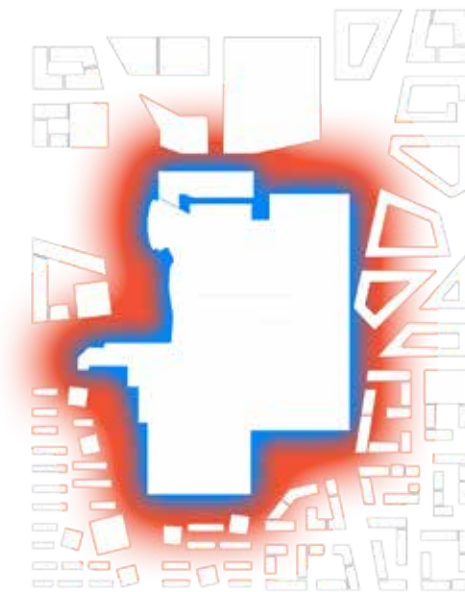
An aerial architectural rendering of a proposed urban development. The image shows a dense cluster of white, rectangular building footprints arranged in a grid-like pattern. The buildings are interspersed with green spaces, including small trees and patches of grass. A prominent feature is a large, open rectangular area in the center, possibly a park or a large public square. To the right, a long, narrow strip of land, possibly a waterfront or a transit corridor, runs parallel to the main development. The surrounding area includes existing infrastructure like roads and some existing buildings, providing context for the new development.

CULTURE STRATEGY FOR A NEW NEIGHBOURHOOD **BELLA KVARTER**

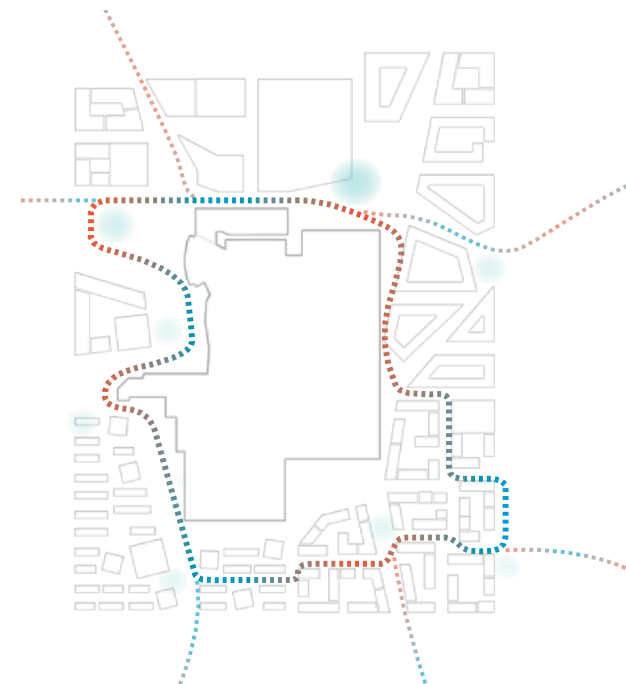
ELEMENTS IN A CULTURAL STRATEGIC DEVELOPMENT PROCESS



**IDENTITY
IN ACTIONS**



**ACTIVE EDGE ZONE
+ URBAN QUALITY**



**ROUTES & PLACES
LOCALS + VISITORS**



**TIME CONSCIOUS
URBAN PLANNING**

ARTICULATE VALUES AS STRATEGIC MARKERS

KØBENHAVNSK

LIVING COPENHAGEN



NATURLIG

TANGIBLE NATURE



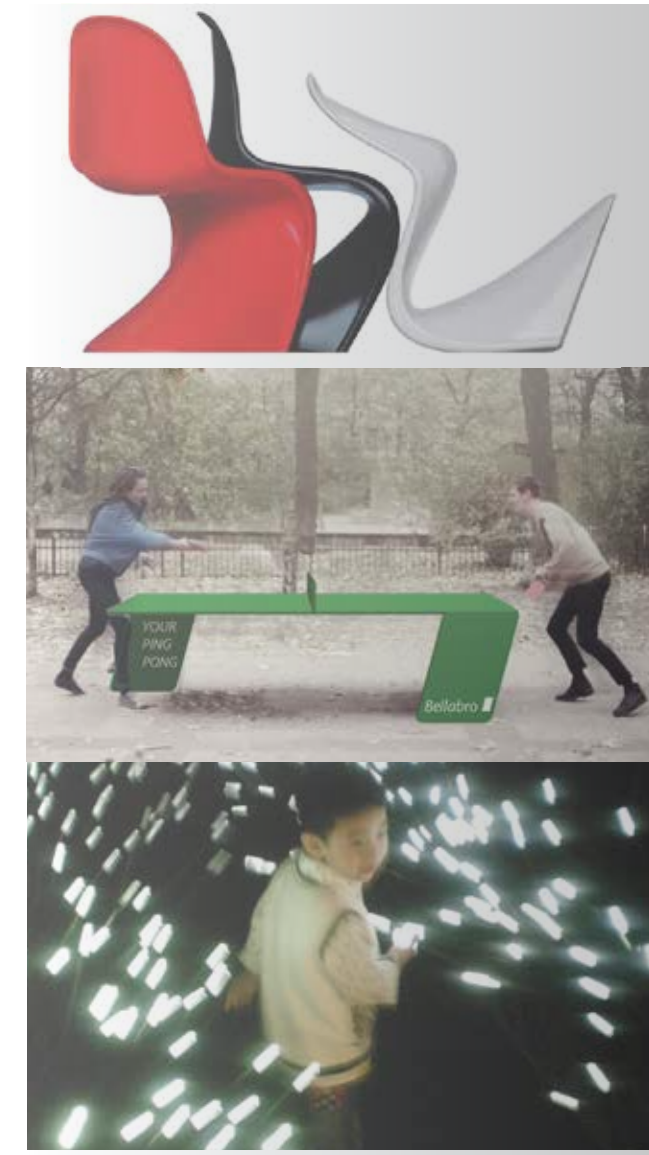
SOCIAL

SOCIAL QUALITY



DESIGN

DANISH DESIGN



CULTURE STRATEGY ELEMENTS

NÆRVÆRENDE ON-SITE KOMMUNIKATION

Formidling, der inspirerer i Bellakvarteret



Dynamisk kommunikation og formidling i Bellakvarteret tidligt i udviklingsprocessen.

Levende skiltning og formidling gør områdets aktuelle og fremtidige potentialer nærværende tidligt. Ved at arbejde med markante og overraskende formidlingsformater - i sammenhæng med byinventar og lyssætning - kan det understøtte Bellakvarteret og Bella Centers langsigtede strategi.

Organisering
Bella Center

Eksempler
Site-communication
Metrobyggeriet
Index Awards

SANSELIG BYOPLEVELSE

Udvikling af lys- og lyddimensioner af byoplevelsen



Lys- og lydoplevelser tænkes ind i byoplevelsen fra begyndelsen.

Et stærkt belysningskoncept kan give Bellakvarteret karakter og stemning. Specifikke ruter og steder belyses med forskellige farver og kan relatere sig til aktiviteter i Bella Center. Belysningskonceptet kan styrke wayfinding for de mange besøgende og gøre Bellakvarteret mere imødekomende og trygt om natten.

Samarbejde / organisering
Københavns Kommune
Innovationsnetværk for Dansk Lys
Danske lys og lampefirmaer

Eksempler
CBS campus Frederiksberg.

BELLA START-UP SPACE

Understøttelse nye erhvervsmiljøer



Kontorfællesskab for iværksættere og entreprenører

Etablering af kontorfællesskab for iværksættere og designere kan bidrage til at styrke profil og aktiviteter i Bella Center og Bellakvarteret. Start-up space kan tilbyde billige kontorpladser til både selvstændige iværksættere og lægge hus til de aktører, der skal være med til at løfte Bellakvarteret.

Samarbejde / organisering
Republikken
CPH Projects
Danish Design Association
Designskoler
Tekniske universiteter
Regionale og kommunale start-up tilbud.

DESIGNET NAVIGATION

Skiltning og wayfinding, der guider og aktiverer



Bellakvarteret arbejder med stier og ruter, der via materialer, farver og form styrker navigation og bevægelse.

Wayfinding er en central udfordring i forbindelse med konferencevirksomhed. Der arbejdes med at inspirere til bevægelse i området gennem klar og kvalitets-orienteret skiltning. Ruter og farver kan gøre det nemmere at bruge bydelen for konferencegæster.

Samarbejde / organisering
Bella Center

AKTIVERENDE BYINVENTAR

Generøst, legende og meningsfuldt møblement



Bellakvarteret integrerer et sammenhængende møbelkoncept med funktioner, der kan bruges både af besøgende og lokale.

Et unikt møbelkoncept, med afsæt i Københavnsurbant inventar, kan udtrykke Bellakvarterets særlige karakter. Fokus på bevægelse, leg og møder. En klar identitet, der spiller sammen med ruter og skiltning, kan tydeliggøre Bellakvarterets kvaliteter for besøgende.

Organisering
Bella Center

Eksempler
Wien, Enzis museumsplads

GRØNNE BELLA

Understøttelse af havefællesskaber og skandinavisk madkultur



Tidlig udvikling af karakteristiske haver og landskabskultur i Bellakvarteret.

Bellakvarteret kan udtrykke moderne, nordisk bæredygtighed og madkultur gennem Bella Centers beplantning og udvikling af havefællesskaber. Ved tidligt at arbejde med nordiske nytteplanter og haver kan det understøtte Bellakvarterets grønne profil.

Samarbejde / organisering
Bella Center
Københavns Kommune

Eksempler
Fælleshaver i Oslo, Bjørkvik
Plug n Play
Prags Boulevard
Urban farming som international trend

DESIGN I BYRUMMET

Udvikling af pladser og forbindelser i Bellakvarteret



Udvikling af byrum med fokus på design. Fokus på strategiske partnerskaber, der understøtter designfortælling.

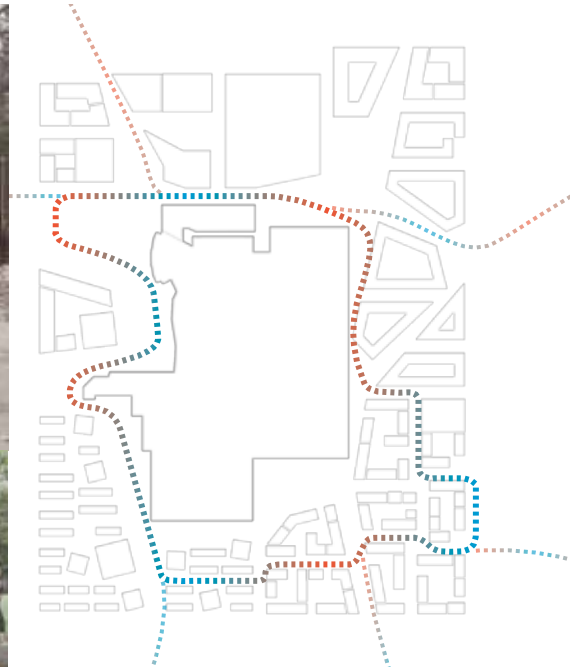
Som en del af strategien for Bella Center og Bellakvarteret sættes der fokus på design i uderum. Der er potentiale i at skabe en række partnerskaber med danske designvirksomheder. Projekter kan i værdsættes tidligt og indgå som en del af den færdige bydel.

Samarbejde / organisering
Private partnere
B&O, Lego, Montana, Fritz Hansen, Georg Jensen, Vitra
Offentlige partnere
DDC, DAC, Realdania, DDA, Danish Fashion Week



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Generøst, legende og meningsfuldt møblement



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Organisering
Bella Center

Eksempler
Wien, Enzis musuemsplads

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Dansk Lys
Danske lys og lampefirmaer

Eksempler
CBS campus Frederiksberg.





BIGGER SCALE PLANNING / **CASE: BELLA KVARTER 2014**

Potential integration of strategic partners + cultural programming in an early stage

– but it remains to be seen

Reconfiguring the interface between inner activities + urban context

– potentially win-win by sharing functions - but also potentially a war zone?

Focus on temporal cultural activities for a long term impact

- before, under and after onstruction begins - but how is it curated?

POTENTIALS AND CHALLENGES

POTENTIALS

Wider understanding of the potential of a holistic approach to urban planning
- also in developer circles.

An increased **interest in the time of planning**

Move away from the **obvious blunders of the 90ies** - some places!

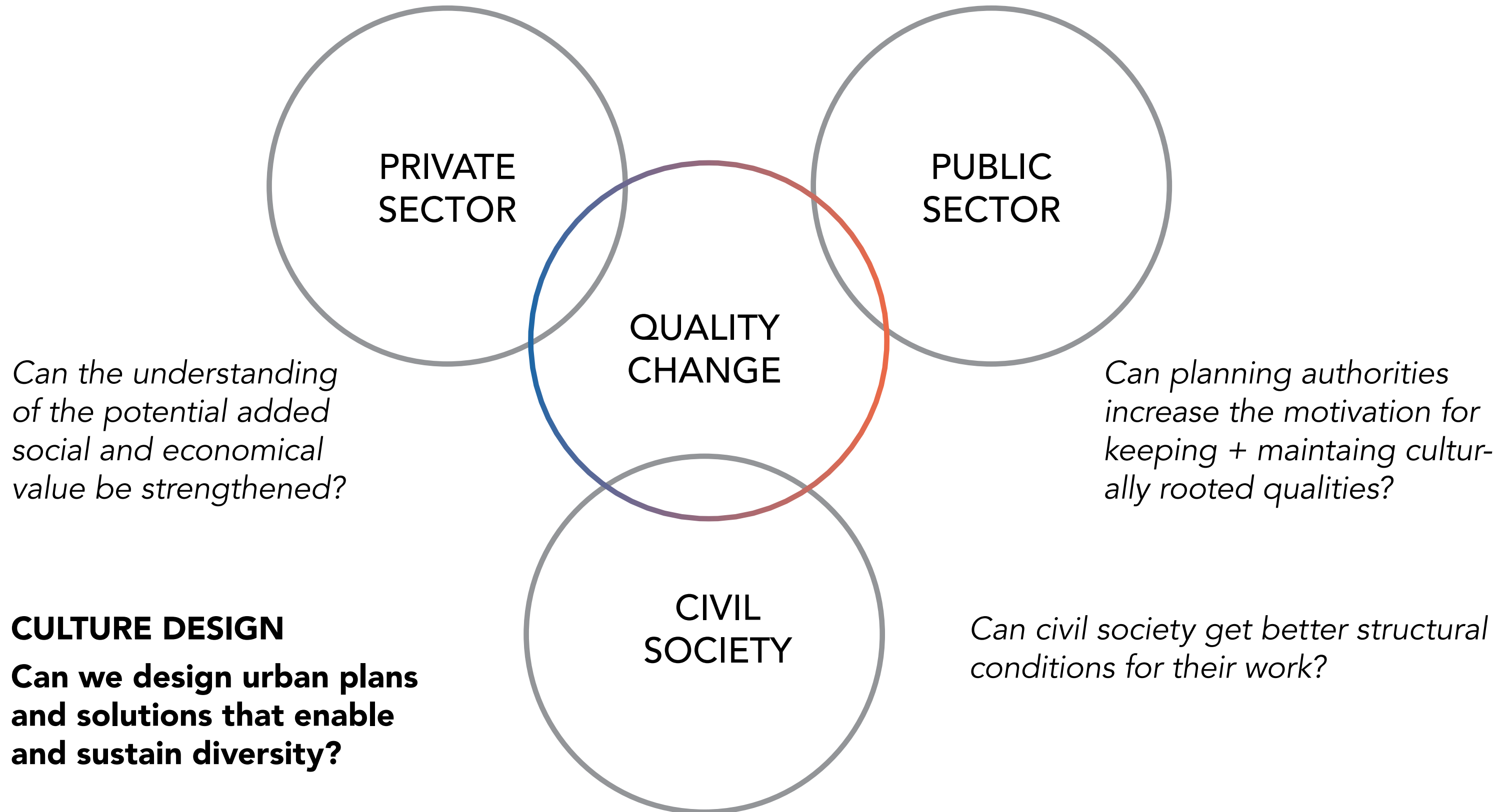
CHALLENGES

Lack of proof of concept + lack of data / language of meaning beyond branding potential

Cultural initiatives often project and person-based – **lack structural backbone.**

Lack of profesionalizing the **concrete art of knitting together of functions, people, buildings** and program

CULTURAL PLANNING CORE: HOLISTIC / CROSS SECTORIAL APPROACH



PLACE MAKING NEXT STEPS

Can we

- develop more **structurally anchored relations** between different stakeholders to harvest the potential of a holistic approach to planning?
- **foster more dynamic synergies** between programs, services, buildings, events etc. in cross-sector processes.
- can we move from projects based cultural planning to structural development processes - so we can **keep the limbo for a longer time**?