

Practice of cultural planning

A report from Norrby,
a neighbourhood close to the city center of
Borås

Britt-Inger Lindqvist

Fredrik Hjelm

Borås





Håkanson's

CERTINA



juvel

Juveler

GULINS

VÄLKOMMEN TILL **gågatan**

ANGWALDUS





NYA KAPPMAGASINET

KAPPOR

KIDRENS

KIDRENS

KIDRENS



K GRANSTEDT







Norrby

nearby –
yet far away



History of the place...











KARL A TÖREN
SPECERIAFFÄR

FRISÖR

FRUKT
SÄ
SÄ
SÄ

Fotografi





ST. ØINEREN















FAMILJECENTRALEN NORRBY

Sjunde skolan i Åsne





Cultural planning

A creative process that
develops places and communities

Our task:

- Test Cultural planning as a method to promote integration and democracy
- Work together across different sectors and involve the citizens
- Produce a wide range mapping and a sustainable plan of action


AB BOSTÄDER VÄSTER
BOVÄRDskonTOR



Mapping



Food culture
Cafés and restaurants
Enterprises, business activities



 **ALIS LIVS**
FRUKT & GRÖNT
Tel: 033 - 13 65 31
Mobil: 0735754897 





okst!
Magnum for 100,-
Magnum for 200,-
Magnum for 300,-
Magnum for 400,-
Magnum for 500,-

A la Carte Menü

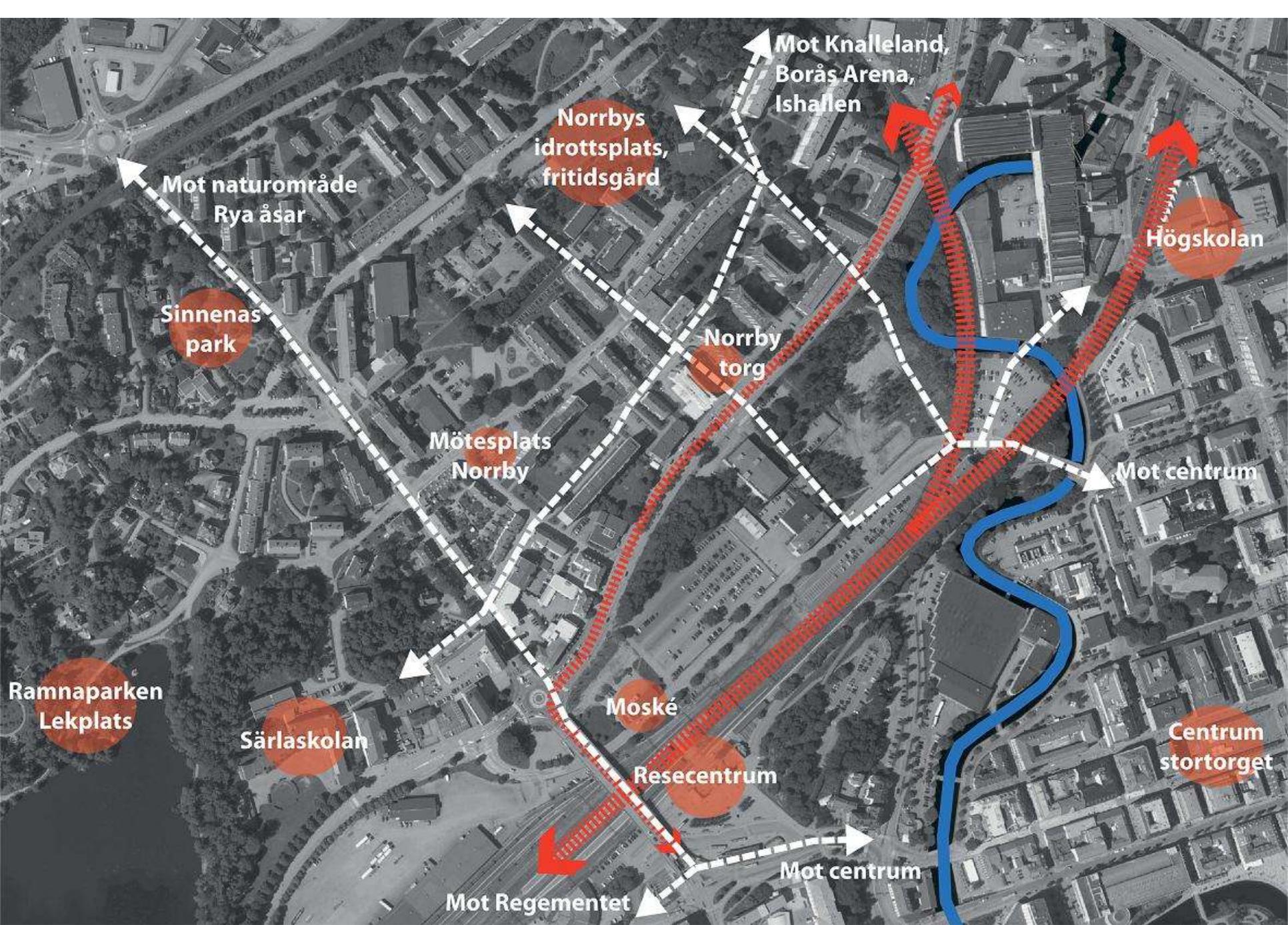
1. KÖRMEK	2. KÖRMEK	3. KÖRMEK	4. KÖRMEK	5. KÖRMEK	6. KÖRMEK
7. KÖRMEK	8. KÖRMEK	9. KÖRMEK	10. KÖRMEK	11. KÖRMEK	12. KÖRMEK
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19. KÖRMEK	20. KÖRMEK	21. KÖRMEK	22. KÖRMEK	23. KÖRMEK	24. KÖRMEK

Indiska köket

700,-	600,-
1. KÖRMEK	2. KÖRMEK
3. KÖRMEK	4. KÖRMEK
5. KÖRMEK	6. KÖRMEK
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different surveys in the area
walks together with the tenants
and more...



Ask the citizens!

Simple questions!

Like?

Dislike?

Hopes and
dreams?

Like!



Mötesplats Norrby

Mötesplats Norrby



2010/10/17



FAMILJECENTRALEN NORRBY

HERKULES
BVC









Don't like!



badly lit
too much litter
too much traffic and speeding



Hopes and dreams





Nice and clean

Flowers and green areas

Meetingplaces

Lighting

More Swedes for true
multiculturalism



- you start seeing what actually is good!

A new pride of ones own neighbourhood develops when really looking at it and discussing the pictures .



Gata på Norrby

Teckna/måla-grupp med Gunnar Bergh

Conclusions

- Focus on the possibilities!
- Strengthen the existing good places!
- Take care of the environment, the buildings and the sculptures!

above all



Realize where to find the main resource !

Visible results so far

Action program presented to the political level and AB Bostäder housing company.

Some of the proposals are already in place...









Experiences

- No quick fix. Time is a key factor.
- To work across sectors is a win-win situation; effectiveness and efficiency will improve in all areas involved.
- Connect to parallel processes.



Cultural Planning

LABORATORY

and now

- Planning of the new, growing Norrby
- Partnership for a sustainable urban development
- BRE Environmental Assessment Method (BREEAM)



NORRBY VÄXER











TRILÖST INTERNET
VAD TYCKER DU OM ATT GÖRA I BORÅS?

PARK
SPEAKERS CORNER
FIKA & BARER
TENNIS
CENTRAL

DAGIS
Odlingar
Moske
FLER PAPPER KÖROR
INTERNATIONELLT Restaurang utbud
BÅRBUSGAR att stå från DISCO
MER MUSIK

YAD YILL DU SE MER AV I BORÅS?

VARUANTEHAT MÖTESPLÅS
LEKPLÅTSE
FÄRGLÅDA VÅTER
HÅLLBAR DAGIS
VARDAG FÖR ALLA
NIGHT MARKET FOOD STALLS
VADON KATT
VAD A MED VÅNER

FESTLÖST BASTU ARBETSPLÅS
GYM BANKAR SWIMMING POOL
INGA KULLER STRIKAR
MER SKÅTE
RULLSKRIDSKOR
RINK (MED HUSK)

KONKRETON
JULGRAN
GEMENS JULTR
LOJALER
PIZZERIA
TENNIS
LÖPIS
URMINUSG
CRASH



Stadsbyggnadsvision
Nedre Norrby



NORRBY SKA BLI STÖRRE

VAD SKA HÄNDA HÄR?

HUNDGÅRD

LEK BALDERBANA
VATTENKRIG PARK
FOTBOLLPLA
stora gunga
LEKPIZZES
Stora
Lägenhet
LISEBERG
Höga hus

FÄLLEN



NORRBY

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