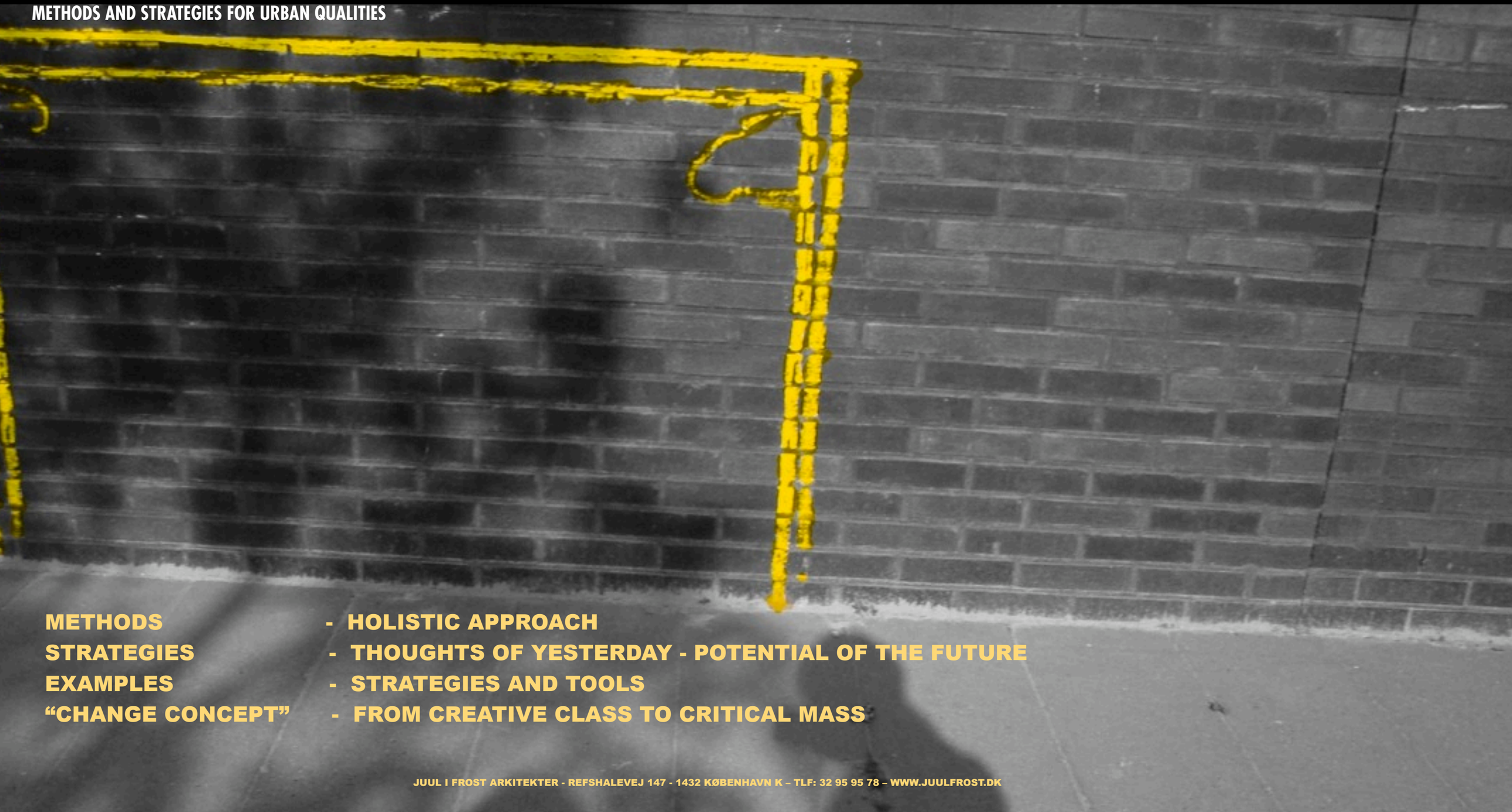
PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

HELLE JUUL, ARKITEKT MAA, Ph.D
Founder and CEO
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PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES



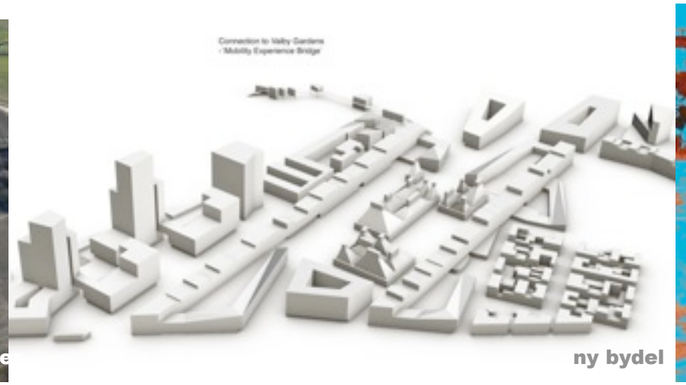
METHODS - HOLISTIC APPROACH
STRATEGIES - THOUGHTS OF YESTERDAY - POTENTIAL OF THE FUTURE
EXAMPLES - STRATEGIES AND TOOLS
“CHANGE CONCEPT” - FROM CREATIVE CLASS TO CRITICAL MASS

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Erhvervsbyggeri


Boligbyggeri


Bebyggelsesplane



ny bydel


Campusplanlægning

JUULIFROST

ARKITEKTER

UNITS

RESEARCH + COMMUNICATION

CITY + URBAN SPACE + LANDSCAPE

CITY + URBAN SPACE + LANDSCAPE

Medarbejder kompetencer:

by - og bygningsarkitekter -
landskabsarkitekter
konstruktører
erhvervs Ph.D
cand.mag
arkitektstuderende
bogholder/regnskab/ adm.

piccoline

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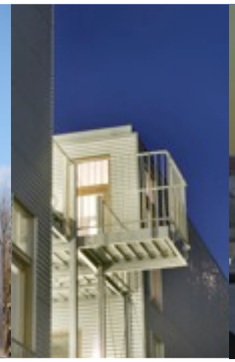


































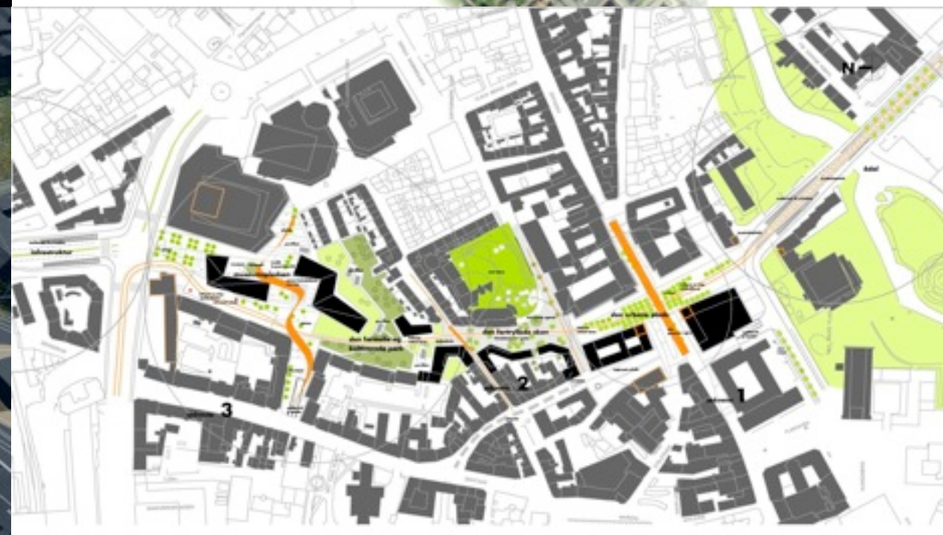




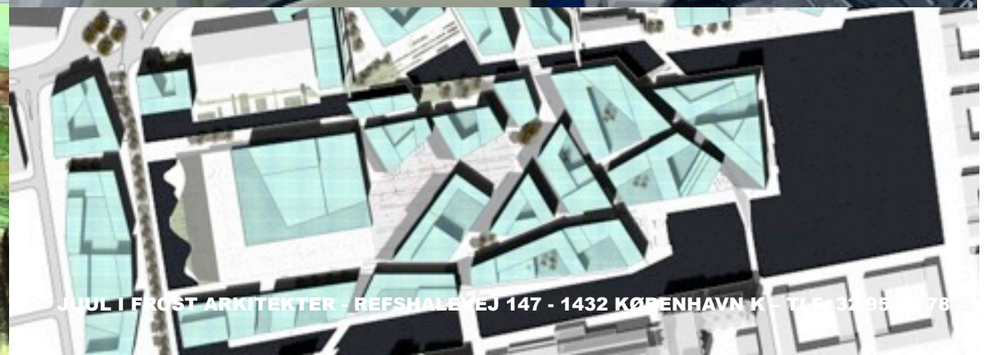




VÆRKSTADEN

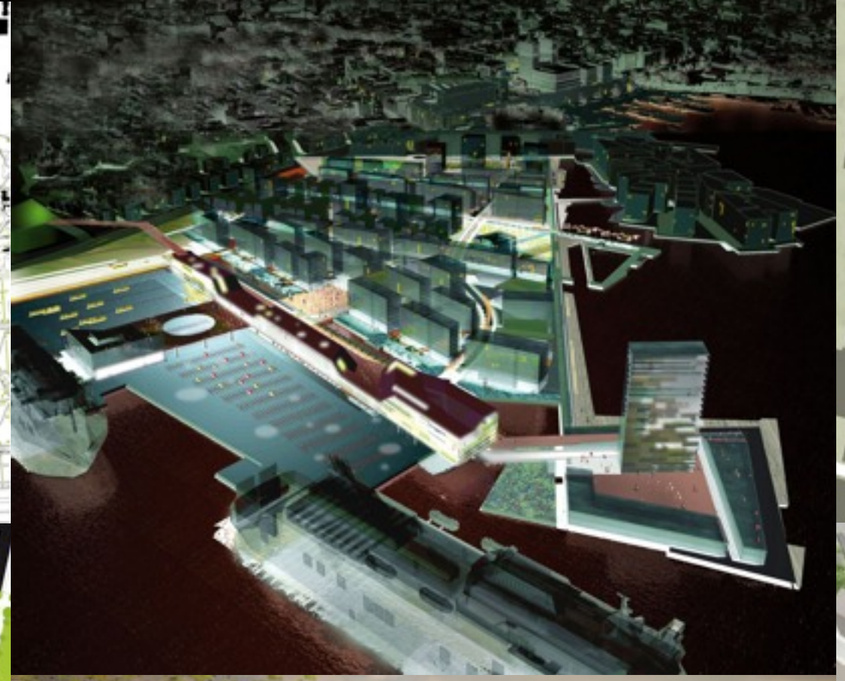

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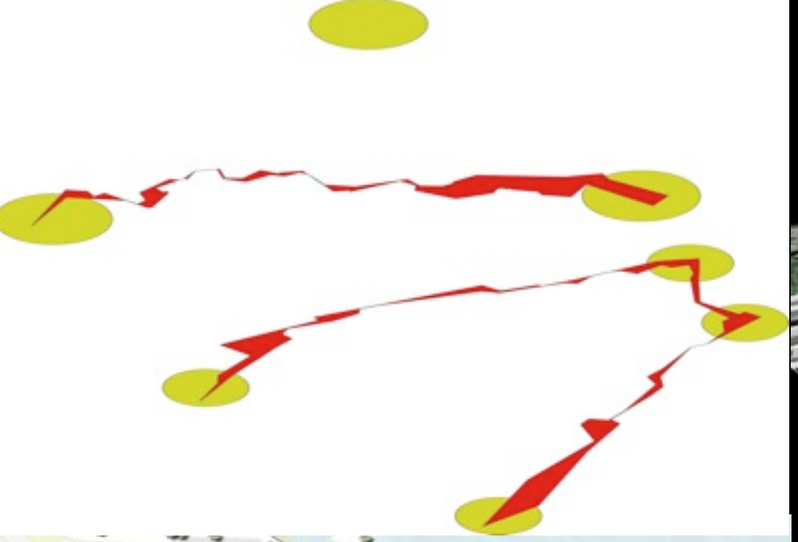
























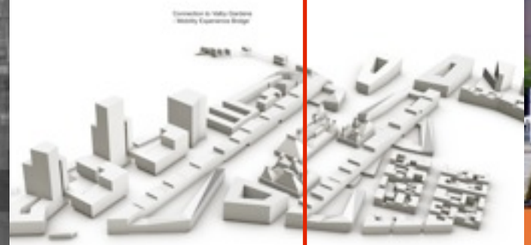














UNITS

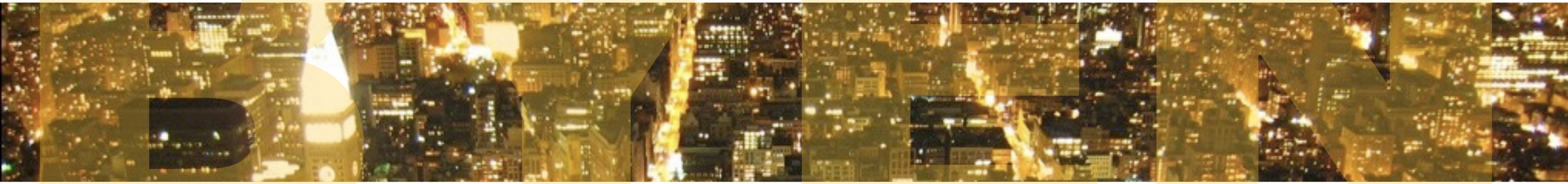
RESEARCH + COMMUNICATION

CITY + URBAN SPACE + LANDSCAPE

CITY + URBAN SPACE + LANDSCAPE

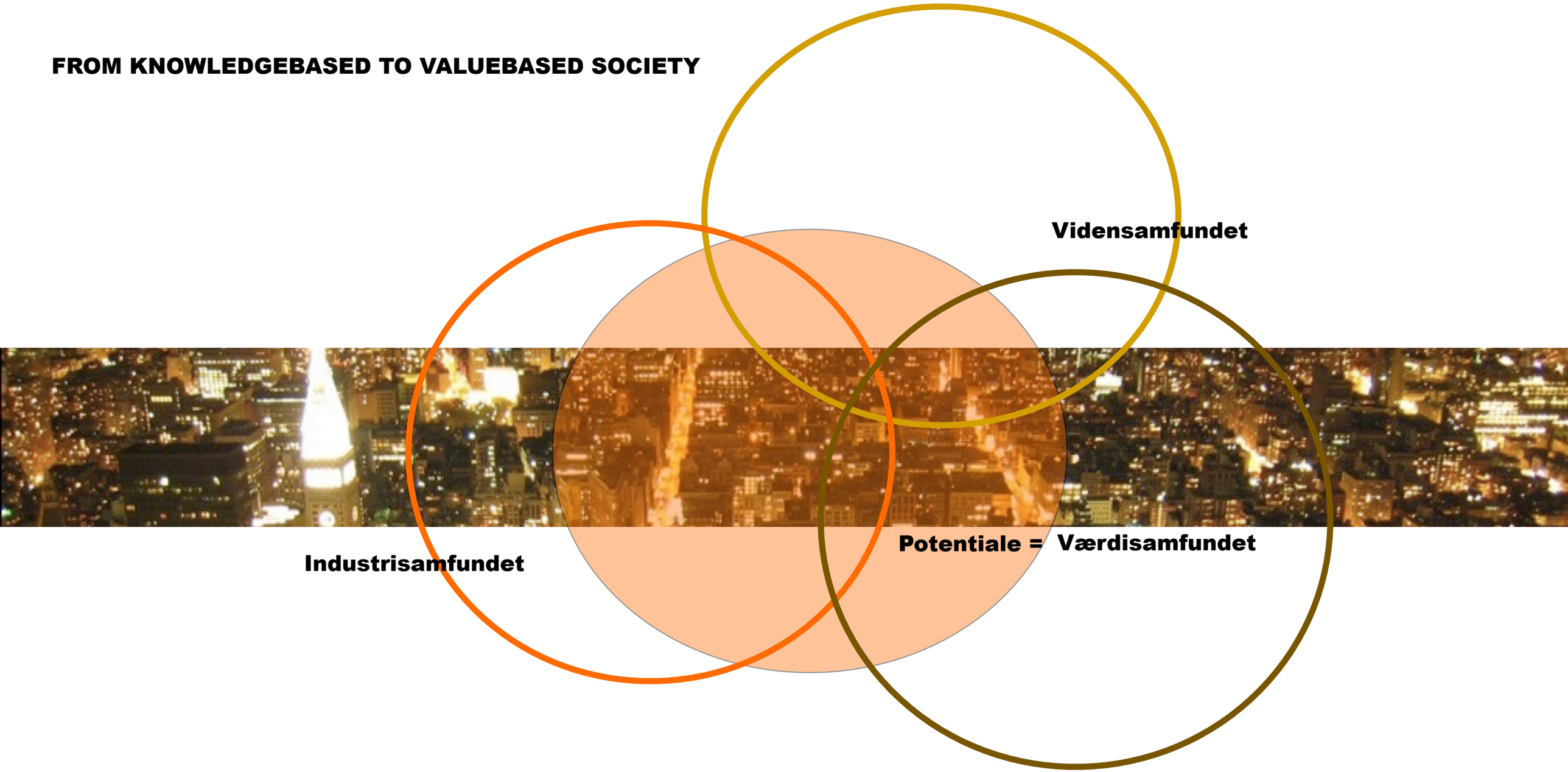
BYENS RUM SOM UDVIKLINGSSTRATEGI

CHANGE in urban life - from creative class to critical mass.....



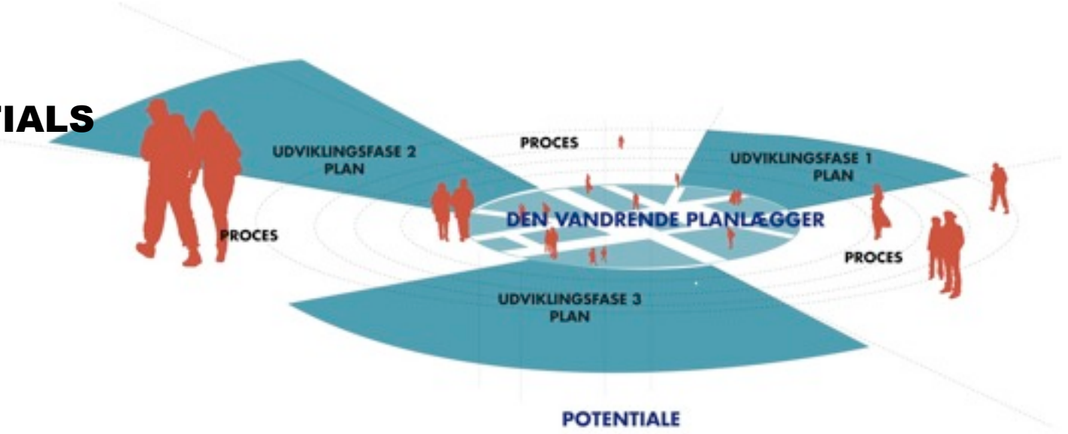
BYENS RUM SOM UDVIKLINGSSTRATEGI

FROM KNOWLEDGEBASED TO VALUEBASED SOCIETY



BYENS RUM SOM UDVIKLINGSSTRATEGI

PLANNING IN CHANGE
FROM FUNCTIONALITY TO URBAN POTENTIALS





Masterplanlægning:

Struktur
System
Grid
Bygning
Gentagelse
Funktion
Rumlig ekspansion – arealplanlægning, masterplan



Potentialeplanlægning:

Stemning / atmosfære
Bevægelse
Spor
Mellemrum – offentligt rum
Forskydning
Anvendelse
Ekspansion over tid - handlingsplan

BYENS RUM

MÅLET: DEN GODE BY!







”I vores glæde over alle de smukke byrum, de fornuftige indretninger, …….. et mismod over, at det hele synes at være blevet meget meget pænt og undertiden uinteressant og uden dynamik, uden ridser i lakken.

Pæne rum, pæne mennesker, stilfærdig adfærd, ingen provokationer, intet der skriger eller råber – råber os op”

Cit: G. Marling og H. Juul, Arkitekten

© JUUL | FROST

BYENS RUM

MÅLET: DEN GODE BY!



Og mens vi dør af egen kedsomhed, kæmper byerne deres indbyrdes kamp om at få en plads på landkortet.

© JUUL | FROST

BYENS RUM SOM UDVIKLINGSSTRATEGI

METHOD - CATEGORIES OF NEED - HOLISTIC APPROACH

Vi tager metodisk udgangspunkt i fire selvstændige niveauer By / Rum / Livsformning / Krop & Bevægelse, der fungerer som forståelsesramme for de problemstillinger og parametre, vi ønsker at udforske.



By



Rum



Livsformning



Krop og Bevægelse







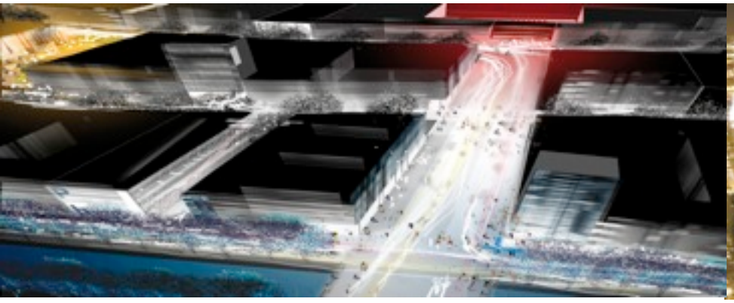
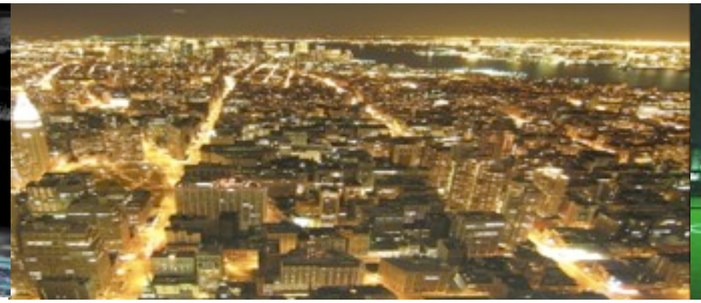




1:CITY

OPTIK – 4 SKALAER

Byen udgør konteksten for det offentlige rum og det infrastrukturelle. En by er en kompleks og foranderlig forening af relationer, indtryk, rum og oplevelser.





2. SPACE

OPTIK – 4 SKALAER

Rum er en størrelse, der afgrænser sig fysisk og/eller mentalt i forhold til andre rum. Det gennemskæres af relationer og forbindelser, og dets udtryk formes af dets konkrete relationer, fysiske elementer og sociale praksisser.






3. LIFE FORMING

OPTIK – 4 SKALAER

Livsformning dækker individets handlinger og udfoldelser i sociale grupper i byens rum. Forskellige konditioner skaber forskellige livsformninger, vi indgår i forskelleige grupperinger i løbet af dagen og det samme sker ikke forskellige steder!







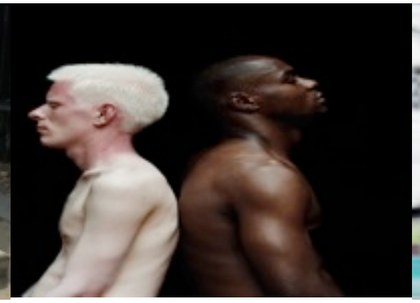
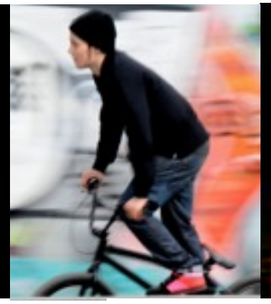



4. BODY AND MOVEMENT

OPTIK – 4 SKALAER

En person handler og bevæger sig som en reaktion på koblingen mellem det erfarede og det sansede. Derfor har kroppens sansninger stor indflydelse på personens brug og bevægelse i rummet. Forståelsen af denne sanselighed er et nødvendigt element i forståelsen af sammenhængen mellem rum og social adfærd.




BYENS RUM

Thoughts and interdiciplinarity

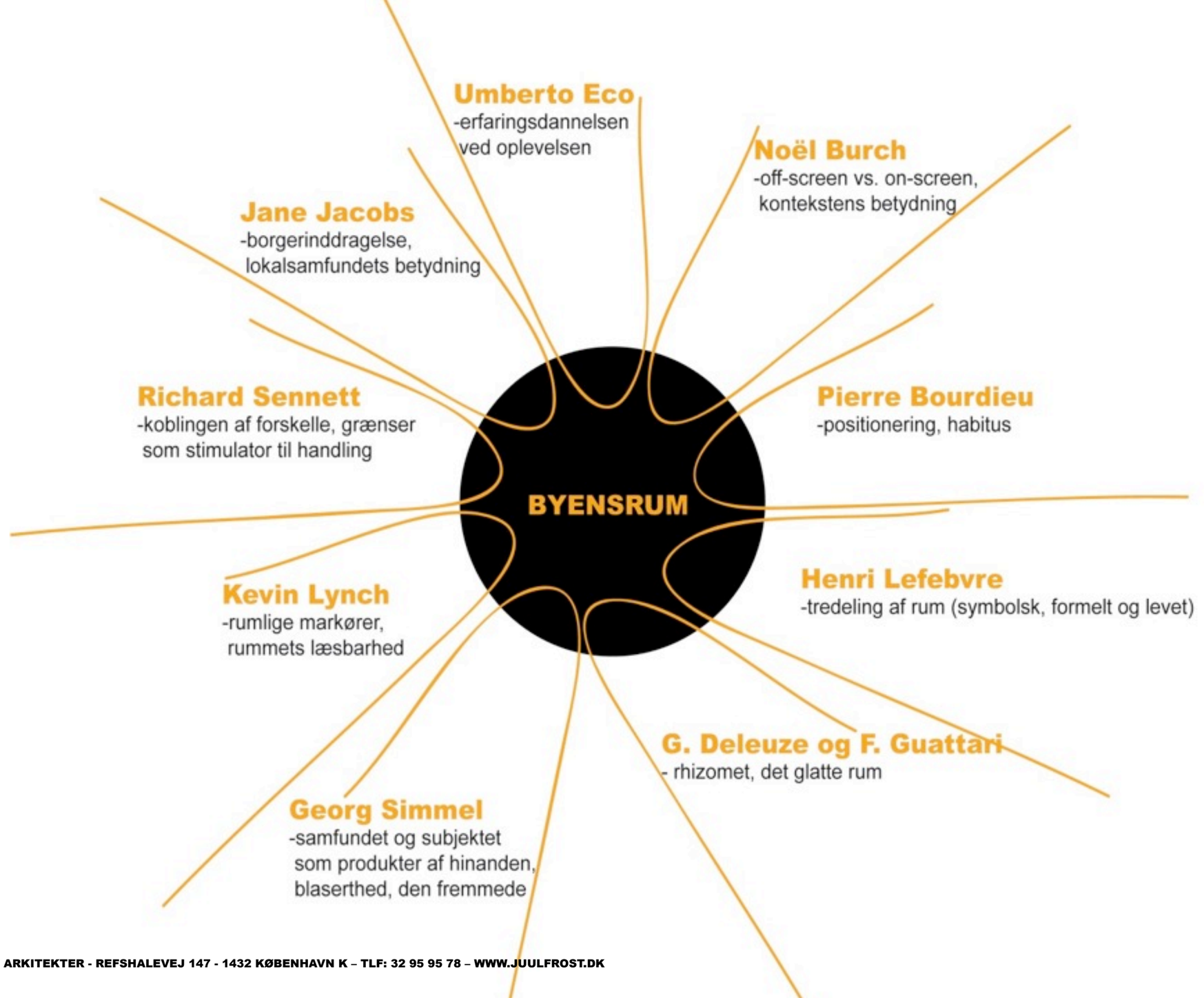


BYENS RUM

Tanker - tværfaglighed

Thoughts and theories

Teoretisk grundlag



BYENS RUM

TANKER

BY

- Jane Jacobs
- Georg Simmel
- Kevin Lynch
- Deleuze & Guattari
- Henri Lefebvre
- Zygmunt Banmann
- Pierre Bourdieu
- Richard Sennett
- Umberto Eco
- Noël Burch



RUM



LIVSFORM



KROP



BYENS RUM

TANKER



BY



Jane Jacobs
- Death and Life of Great american Cities, 1961
Eyes on the street
Den gode by - og 4 råd:
1. Funktionel diversitet
2. Blanding af nye og gamle bygninger
3. Korte og åbne gadeforløb
4. En fortætning af mennesker

Kevin Lynch
- The Image of the city 1961
Districts, edges, nodes og landmarks
rumlige markører - aflæselighed og identitet.

BYENS RUM

TANKER



BY



RUM



LIVSFORM



KROP

Pierre Bourdieu
- Distinktion, 1979
Efterligning og anerkendelse
Hverdagens handlinger baseret på smag og selvforståelse
Distinktion - adskille fra livsstile og sociale segmenter
Fælleskab ud fra en enighed om den gode smag

Noël Burch
- Theory of film Practice, 1973
On -screen scenen for handling
off screen rummet de uudtalte handlinger og potentialer.
aktivering af det usete,
Udveksling mellem det vi ser og det vi forestiller os.

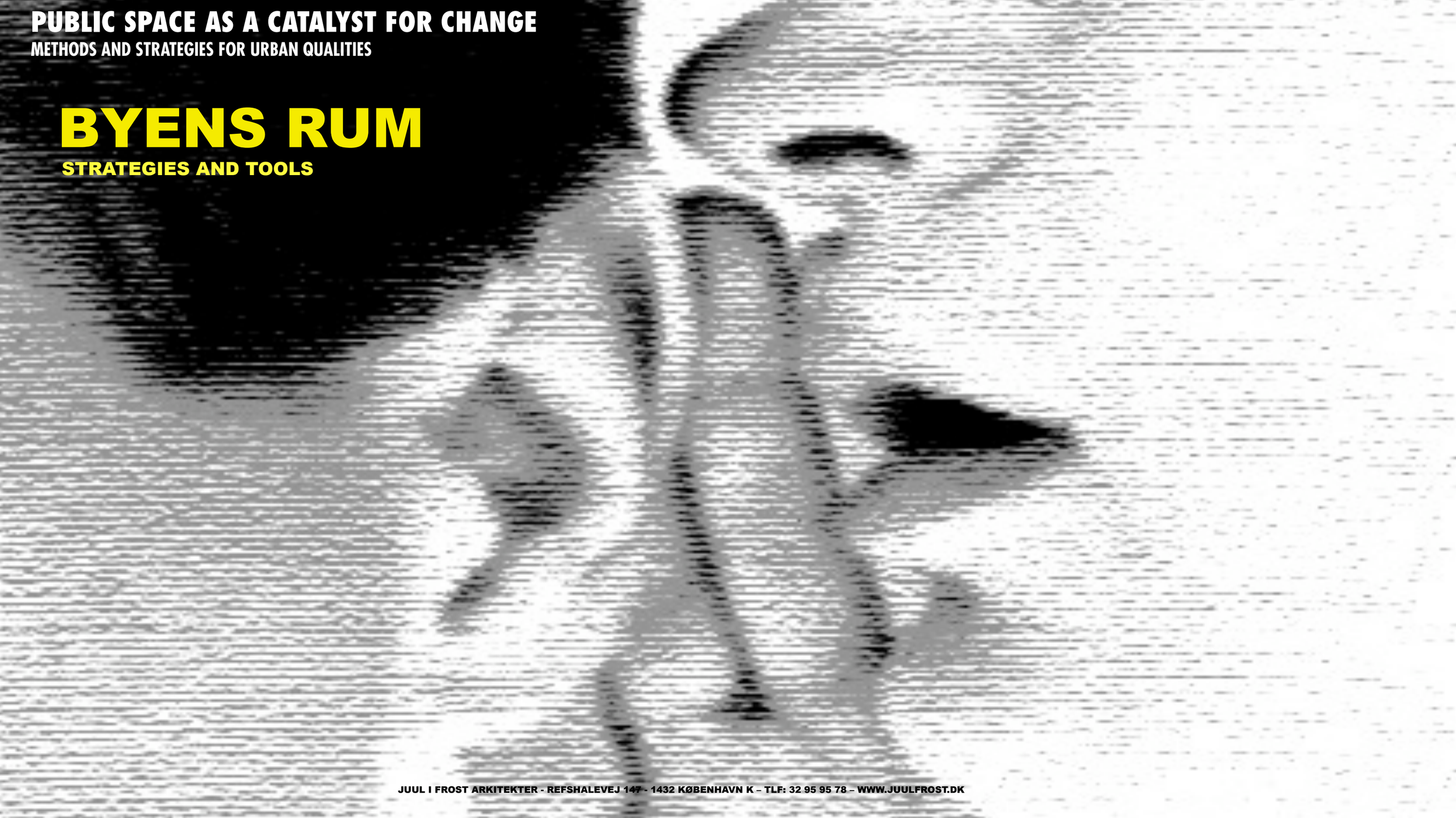


PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

BYENS RUM

STRATEGIES AND TOOLS



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PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES



Performativity is to affect and change matters in the urban realm.

Parallelism is the notion of creating coherence between several places by simultaneously implementing identical interventions in the urban fabric, physically or socially.

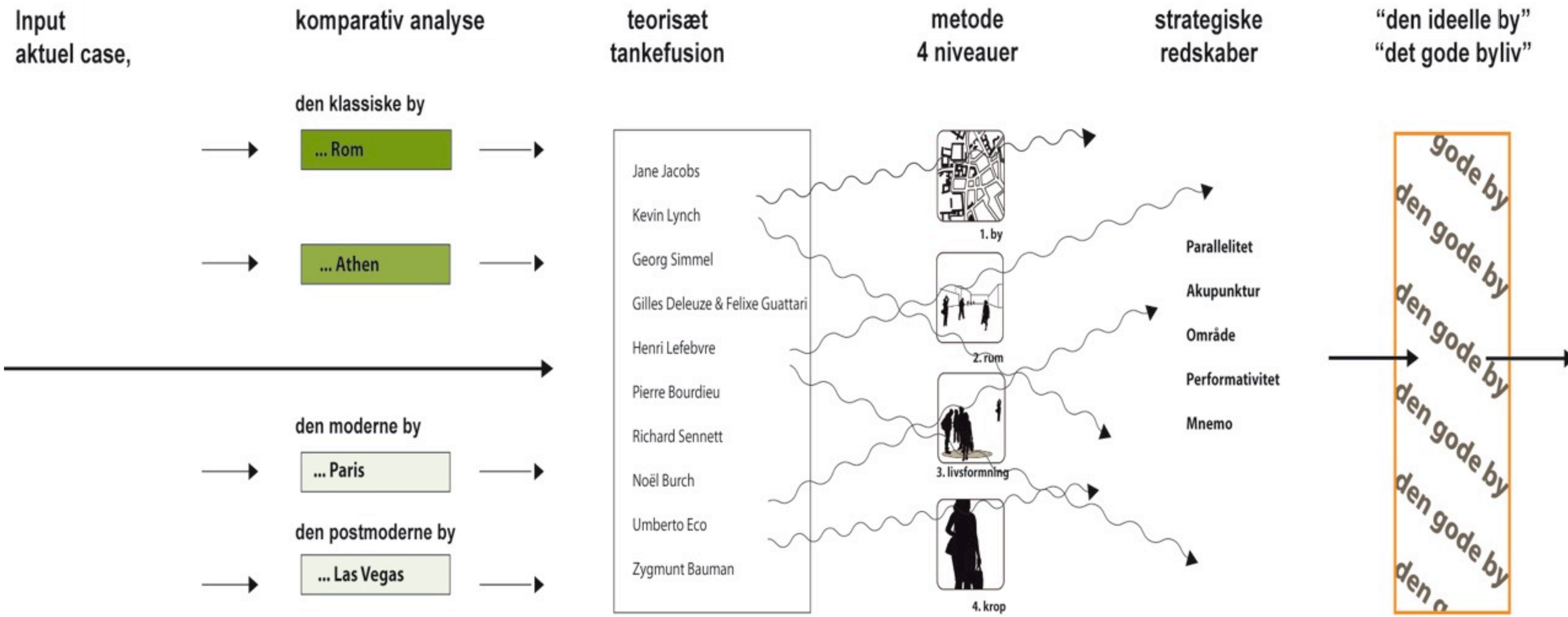
Area strategies covers chosen, limited districts within the city where a given theme or approach is implemented.

Mnemonics is a way to create a collective memory by visually referring to given narratives or signifiers.

Acupuncture is an accurate intervention that is capable of both activating a larger area than itself or even influence an area different to the one being pierced.

BYENS RUM

PROCES



PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES



Amsterdam: Amsterdam Bijlmer ArenA Station

Odense: Havnepladsen
Koog aan de Zaan: A8ernA
Amsterdam: Ijburg
Rotterdam: Westblaak

Barcelona: Jardins da la Torre de les Aigües

Aalborg & Nørresundby: Den centrale havnefront
Barcelona: Rambla del Mar
Barcelona: Placa dels Àngels
Hamburg: Marco Polo-terrasserne

Berlin: The Holocaust Memorial

Berlin: Geschichtsmeile Berliner Mauer
Krakow: Nowy Plac Zgody
Sibiu: Piata Mare
Rafael Lozano-Hemmer: Under Scan

Dublin: Smithfield

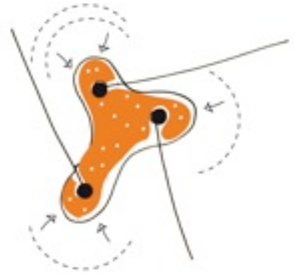
Nykøbing Falster: Slotsgade
Dublin: Grand Canal Plaza
Malmø: Stapelbäddsparken
Dublin: Liffey Boardwalk

CASES

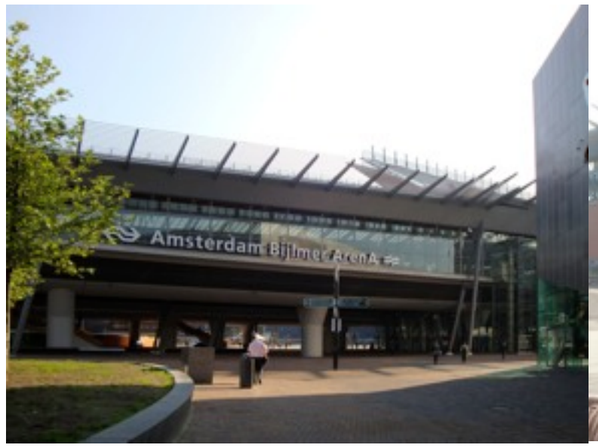


AMSTERDAM BIJLMER ARENA STATION - ACUPUNCTURE





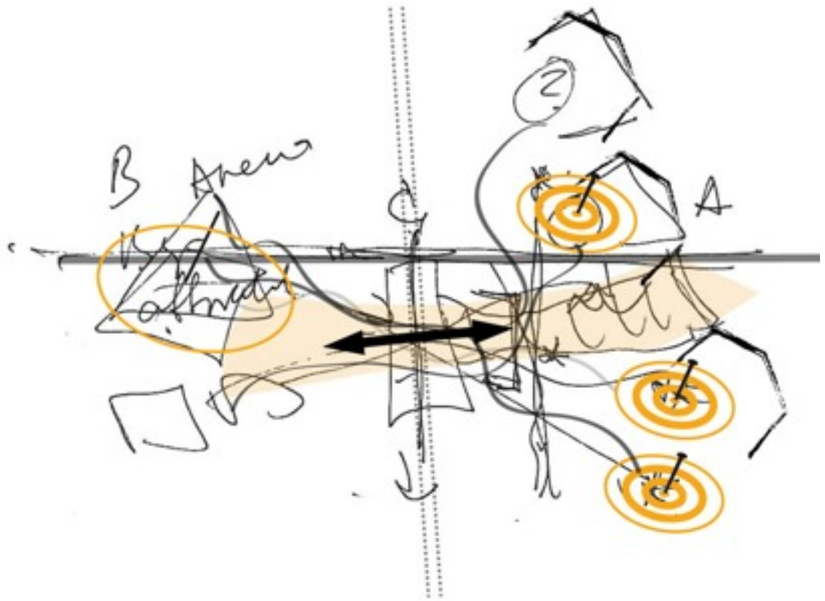
Central urban hub der spreder og samler bylivet







AMSTERDAM ZUIDOOST – BIJLMER + ARENA BOULEVARD







AMSTERDAM ZUIDOOST – BIJLMER+ ARENA BOULEVARD

Stationen - den urbane hub



Kontekst kort





BIJLMER STRATEGI FOR URBANE ATTRAKTORER - AKUPUNKTUR PUNKTER





Gymnasium

int. bank

Marked









PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES



FLOWS - A PUBLIC SPACE STRATEGY





PEOPLE MULTICULTURAL PLACE - INTERCULTURAL EXCHANGE













PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

DUBLIN GRAND CANAL PLAZA

PERFORMATIVE STRATEGY

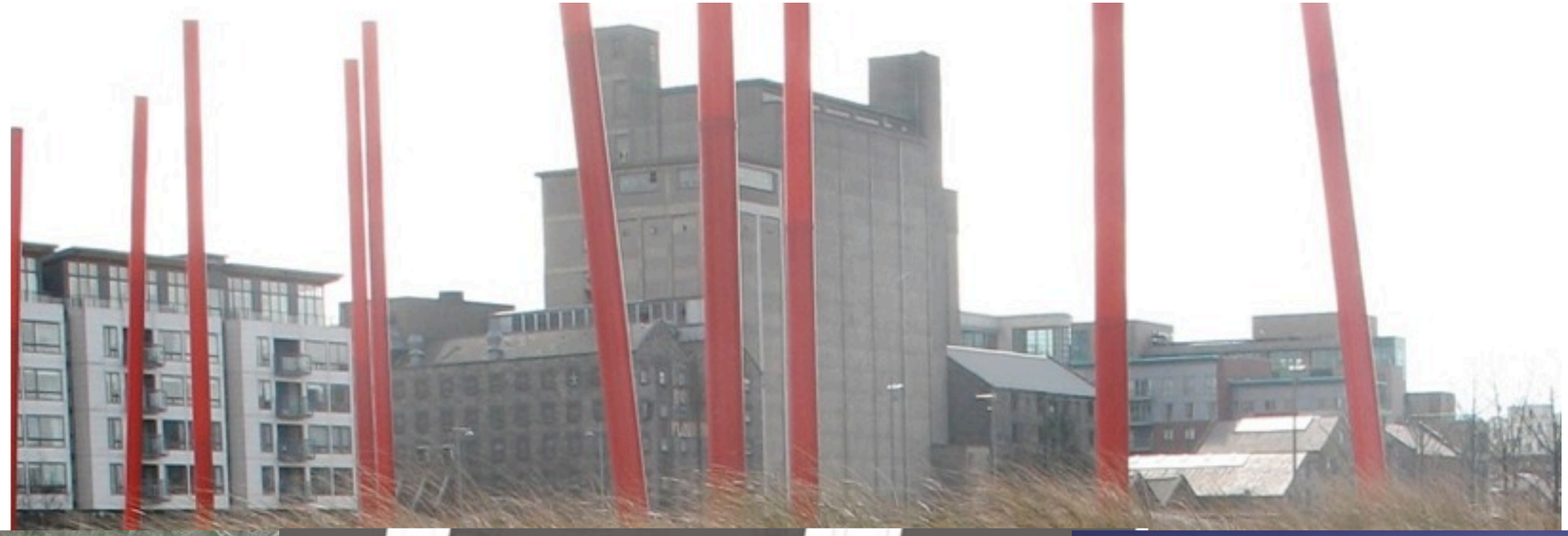


PUBLIC SPACE AS A CATALYST FOR CHANGE

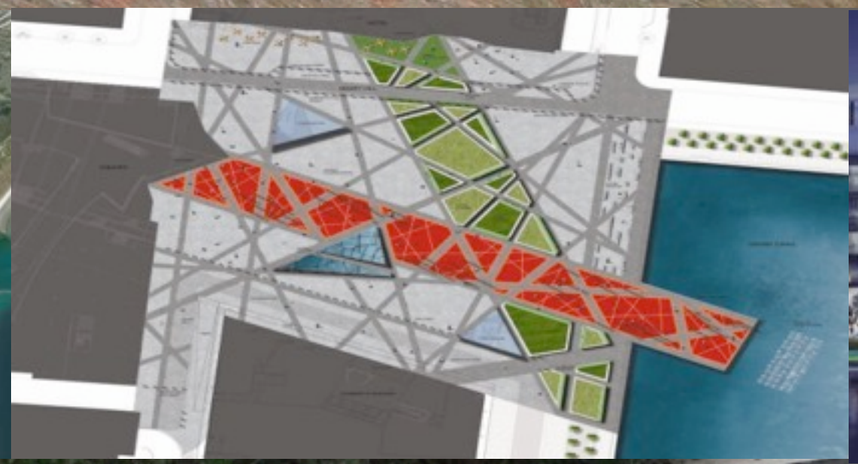
METHODS AND STRATEGIES FOR URBAN QUALITIES

DUBLIN GRAND CANAL PLAZA

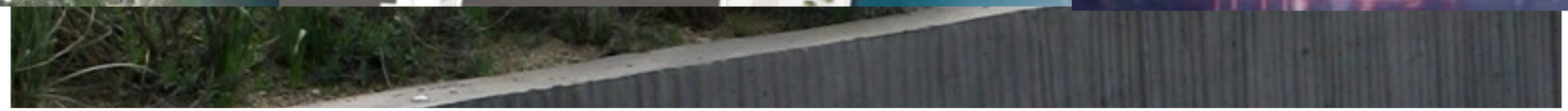
PERFORMATIVE STRATEGY











PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

DUBLIN GRAND CANAL PLAZA



Performativity is the inclusion of an action, a performance, an event etc. in urban space, which is intended to influence – permanently or temporary - a given urban space. In other words performativity is to make something happen in the urban realm. The performative intervention can be the use of physical or social elements or the creation of new identity giving narratives.

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PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

DUBLIN GRAND CANAL PLAZA

Performativity

The square attracts flows from a distance. High degree of material, spatial and sensory gestures both attracting, distributing and orienting the user. The plaza allows movement across the space in any possible direction as it is accessible from various angles.



PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

DUBLIN GRAND CANAL PLAZA

A way of framing interaction.
Formal structures and sensory gestures are combined to attract and direct the flows of the square.
A representational space with bodily experienced qualities

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By / Rum / Livsformning / Krop

CASES - Barcelona: Jardins da la Torre de les Aigües

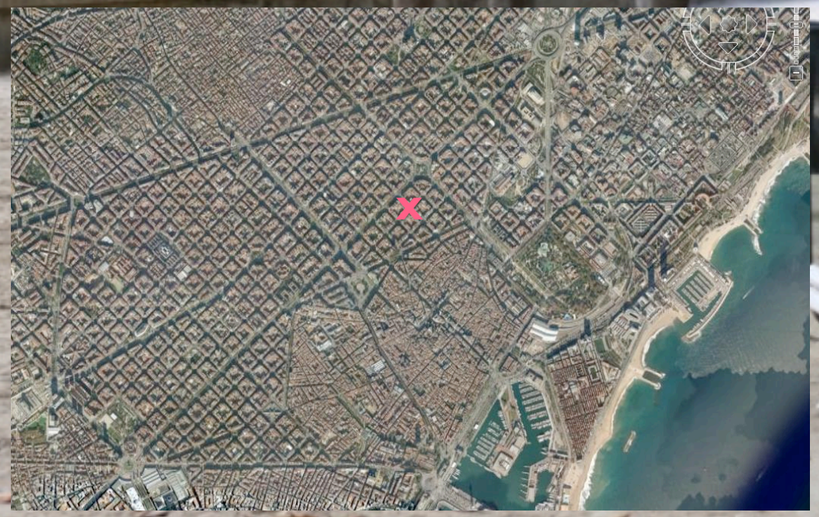


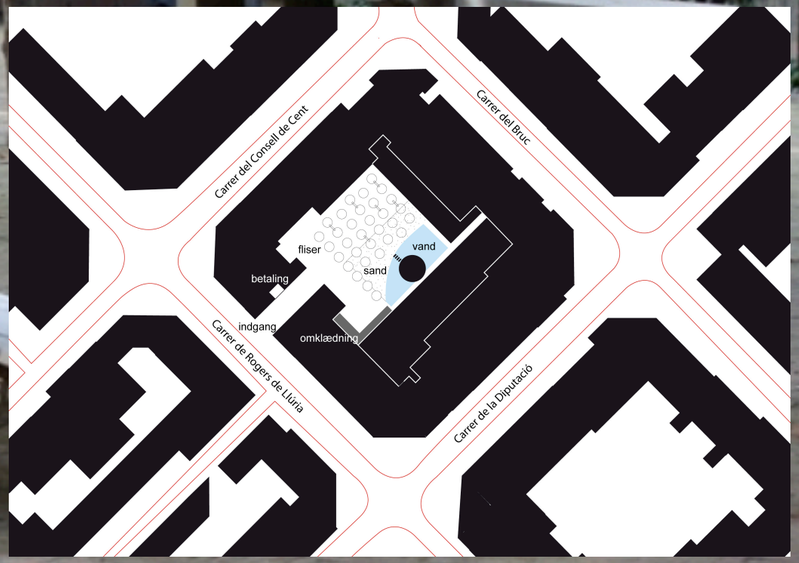
- Intensiv strategi for at give lokale åndehuller
-En række private investorer med det mål for øje at omdanne en række slidte baggårde
-De 40 rum som er vidt forskellige spænder fra intime haver, pladsdannelser, sportsbaner og til skolegårde
- Det første af disse nye byrum var Jardins de la Torre de les Aigües, der åbnede i 1985

PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

Parallelism is the notion of creating coherence between several places by simultaneously implementing identical interventions in the urban fabric, physically or socially.





PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES



Jardins de la Torre de les Aigües is established by the public-private partnership ProEixample.
They initiated the regeneration and development of more than 40 backyards in the neighborhood, Eixample.

Each backyard has its own functions and aesthetical atmospheres.
But all recreational, green semi public urban psaces developed through a parallel initiative.

By / **Rum** / Livsformning / Krop

CASES - Barcelona: Jardins da la Torre de les Aigües



”Jardins de la Torre de les Aigües er etableret af det offentlig- private partnerskab ProEixample, der tager initiativ til omdannelsen af nedslidte gårdrum i kvarteret Eixample i Barcelona. Parallelle indgreb, der er med til at forøge Eixamples herlighedsværdi.”

By / Rum / Livsformning / **Krop**

CASES - Barcelona: Jardins da la Torre de les Aigües





By / Rum / Livsformning / Krop

CASES – Denkemal Berlin





By / Rum / Livsformning / Krop

CASES - Denkemal Berlin

Mnemonics is a way to create a collective memory by visually referring to given narratives or signifiers.

By / **Rum** / Livsformning / Krop

CASES - Denkemal Berlin

Berlin
- **indbyggere: 3,4 mio.**
- **størrelse: 892 km2**
- **befolkningstæthed: 3811,66 pers./km2**

Denkmal für die ermordeten Juden Europas
- **størrelse: 19.000 m2**
- **etableret: 1998-2004. Officiel åbning den 12.maj 2005**
- **bygherre: Stiftung Denkmal für die ermordeten Juden Europas**
- **arkitekt: Eisenman Architects**
- **priser: American Institute of Architects,**
- **National Honor Award for Design 2007, Berlin Architectural Prize, Distinction 2006, American Institute of Architects, New York Chapter, Honor Award 2005**



By / **Rum** / Livsformning / Krop

CASES - Denkmal Berlin



„Denkmal für die ermordeten Juden Europas er et mindesmærke
for de myrdede jøder under 2. Verdenskrig.

2711 columns - 95x237,5 cm - hight from 10 to 400 cm
placed in a grid

PUBLIC SPACE AS A CATALYST FOR CHANGE

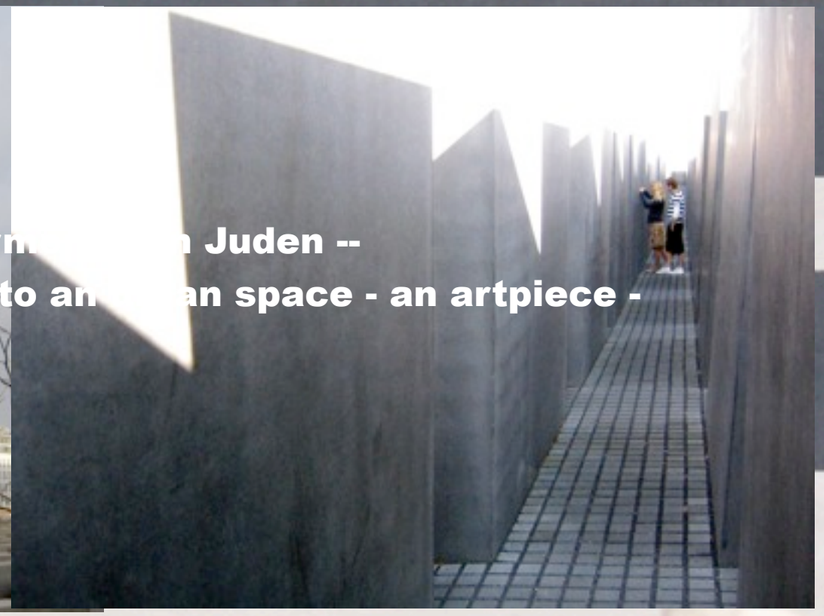
METHODS AND STRATEGIES FOR URBAN QUALITIES

By / **Rum** / Livsformning / Krop

CASES - Denkmal Berlin







„Denkmal für die erm n Juden --
from no mans land to an an space - an artpiece -
a turistdestination

By / Rum / **Livsformning** / Krop

CASES - Denkmal Berlin





By / Rum / Livsformning / **Krop**

CASES - Denkemal Berlin





PARALLETLITET By / Rum / Livsformning / **Krop**

KORTLÆGNING - Hamburg: Marco Polo-terrasserne

Hamburg
- **indbyggere: 1.773.000**
- **størrelse: 755 km2**

Hafencity
- **størrelse: 1.550.000 m2**
- **bygherre: HafenCity Hamburg GmbH, Freie- und**

Hansestadt Hamburg
- **arkitekt: KCAP (masterplan)**

Marco Polo-terrasserne
- **størrelse: 5.700 m2**
- **etableret: 2007**
- **bygherre: HafenCity Hamburg GmbH, Freie- und Hansestadt Hamburg**
- **arkitekt: EMBT Arquitectes (Enric Miralles og Benedetta Tagliabue**
- **pris: 41 mio. kr.**



PARALLETLITET By / Rum / Livsformning / **Krop**

KORTLÆGNING - Hamburg: Marco Polo-terrasserne



”HafenCity udgør en vigtig brik i en omfattende udvikling af havnefronten i Hamburg. Havnepladsen Marco Poloterrasserne er et blandt fire offentlige byrum i HafenCity – alle tegnet af EMBT Arquitectes – der som perler på en snor sætter kropslighed i fokus.”

Area strategies covers chosen, limited districts within the city where a given theme or approach is implemented. The goal is to apply interventions that activate the area..



PARALLETLITET By / Rum / Livsformning / Krop

KORTLÆGNING - Hamburg: Marco Polo-terrasserne



URBAN SPACE - RE-THINK

Role of public space

1.Public space accepts diversity as a norm

2. Public spaces act as cultural and social transformers of society in relation to culture, life forming and as attractors for mix of segments of people.

3. Public spaces should be inclusive and ambiguous - work as urban hubs that - physically and mentally - connect different parts of the city and its inhabitants.

PUBLIC SPACE AS A CATALYST FOR CHANGE

METHODS AND STRATEGIES FOR URBAN QUALITIES

Thank you

HELLE JUUL, ARKITEKT MAA, Ph.D

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