

TAP

7 MINUTES ON THE MAKING OF CARLSBERG TEMPORARY URBAN SPACES...

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UiWE outset: innovation agency linking culture and design

URBAN PLANNING

Physical infrastructure Social infrastructure

Cultural planning Architecture

Process design Organization change

Cultural analysis Design

STRATEGY &
COMMUNICATION

PUBLIC CLIENTS

Danish Enterprise and
Construction Authority

Municipality of Helsingør

LIGHTSOUND
Urban Space Festival

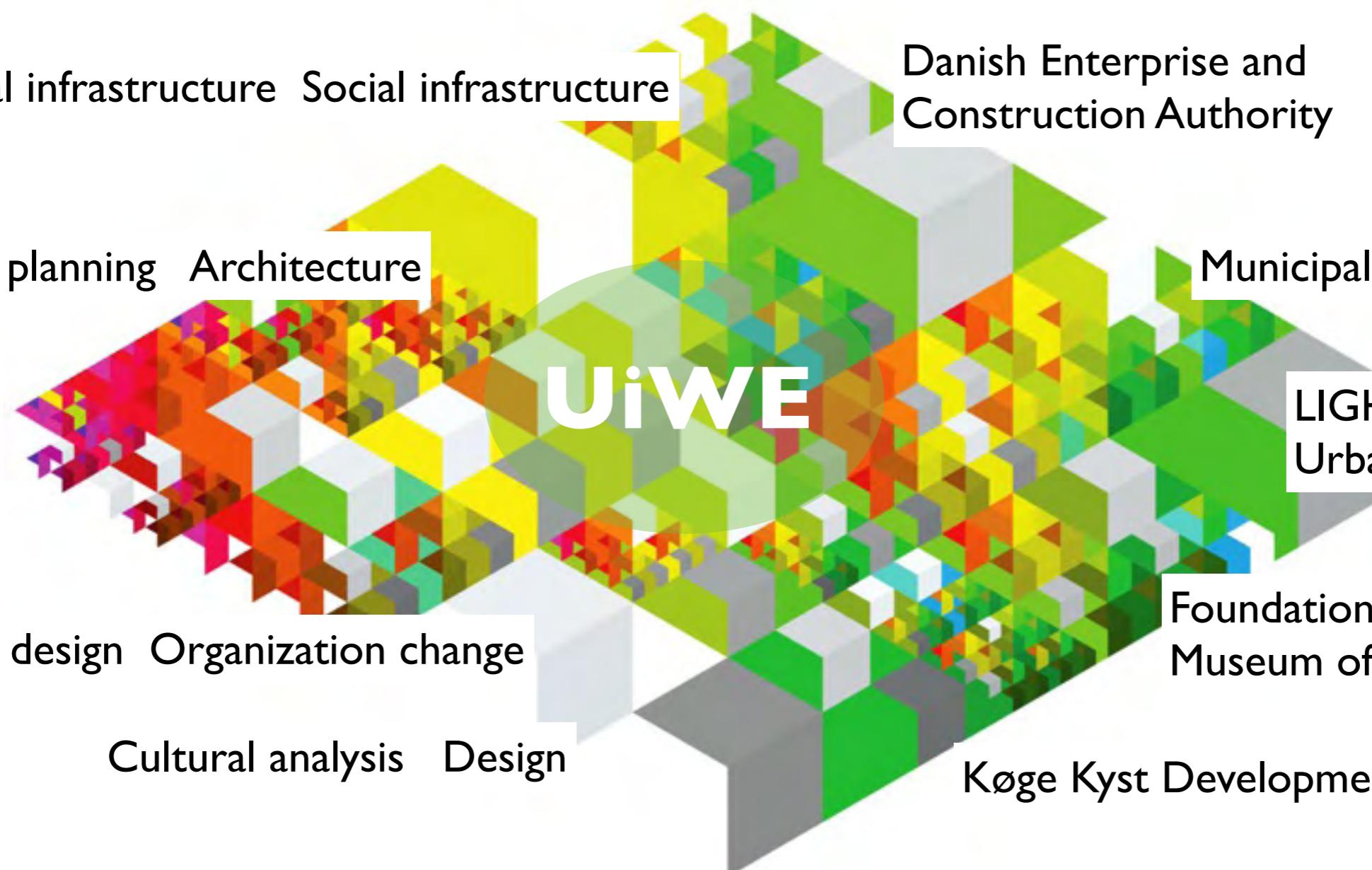
Foundation for Hornbæk
Museum of Art

Køge Kyst Development

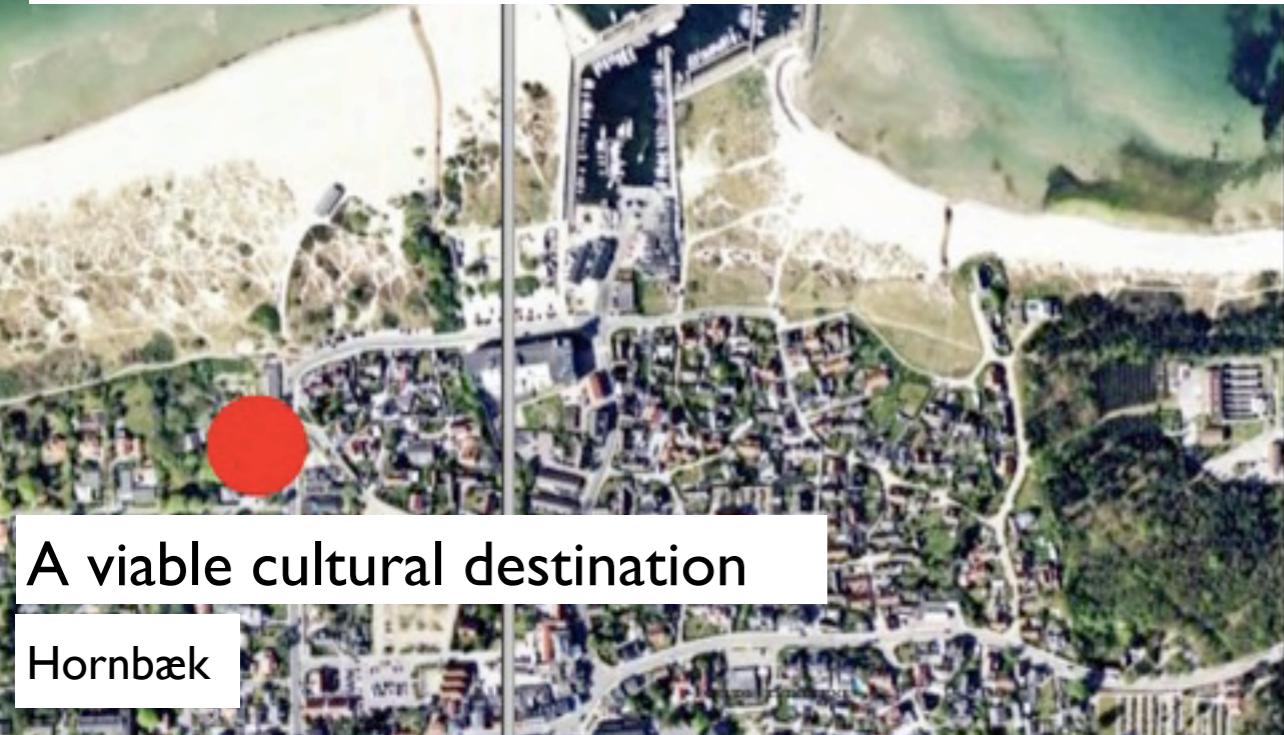
Identity

Carlsberg Properties

PRIVATE CLIENTS



UiWE: working to link physical and social infrastructure



A viable cultural destination

Hornbæk



Designing cross-disciplinary processes

Danish Enterprise and Construction Authority



Long term cultural planning

Køge



Design of temporary urban spaces

Carlsberg

The LIGHTSOUND MOVIES / LYSLYD....



Temporary urban spaces at Carlsberg

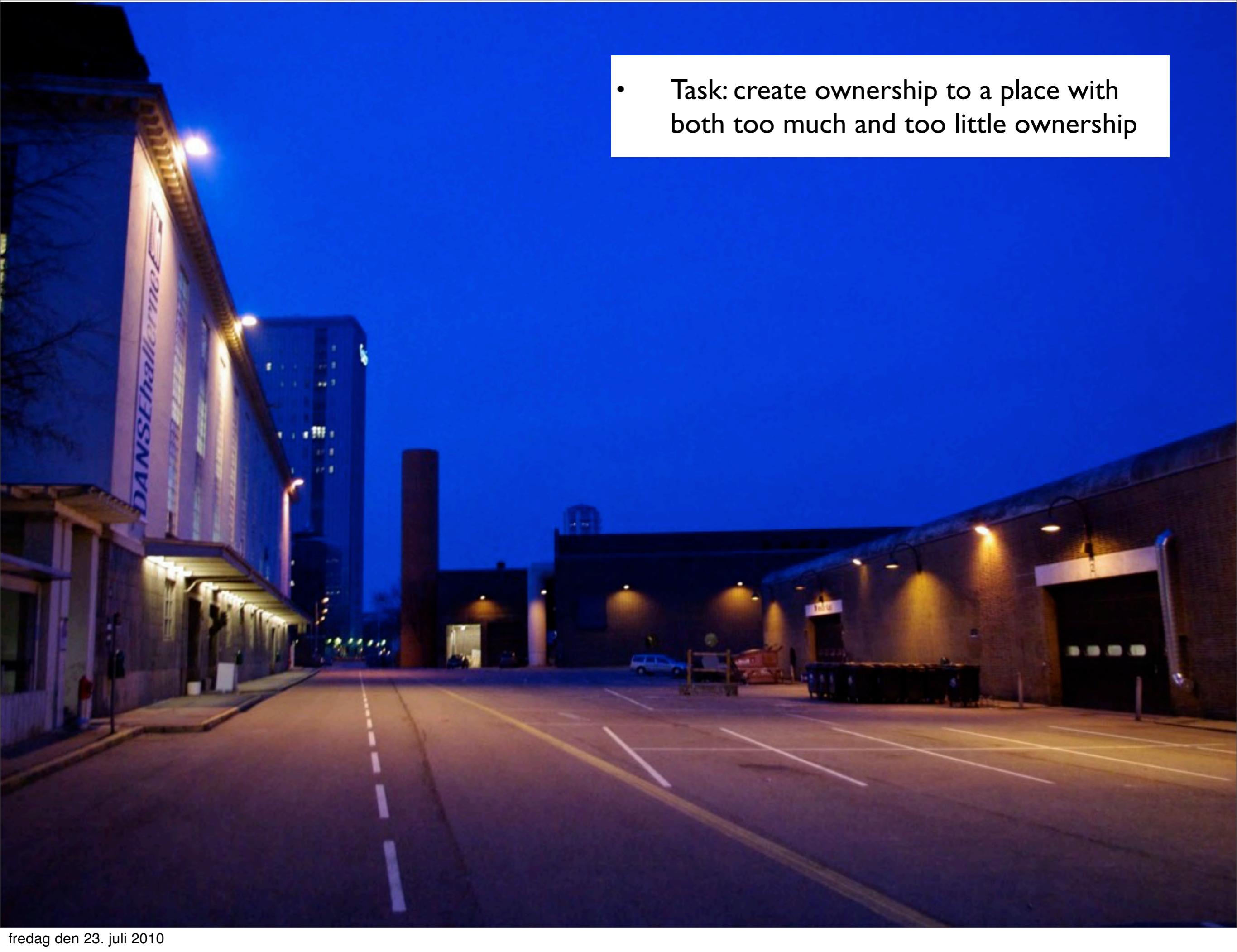
- Task: design public spaces while we are waiting...



CARSLBERG
REAL DANIA
LOKALE & ANLÆGSFONDEN



- Primus Arkitekter + Streetmovement
- Keinecke & Overgaard + UiWE
- Polyform Arkitekter + Superflex

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- A nighttime photograph of a city street. On the left, a large building is illuminated from within, with the words "DANSLEHallerne" visible on its side. The street is mostly empty, with a few parked cars in a lot on the right. The sky is dark blue, suggesting it's either night or dusk.
- Task: create ownership to a place with both too much and too little ownership



YOUR NEIGHBOURHOOD

- Creating ownership to urban spaces



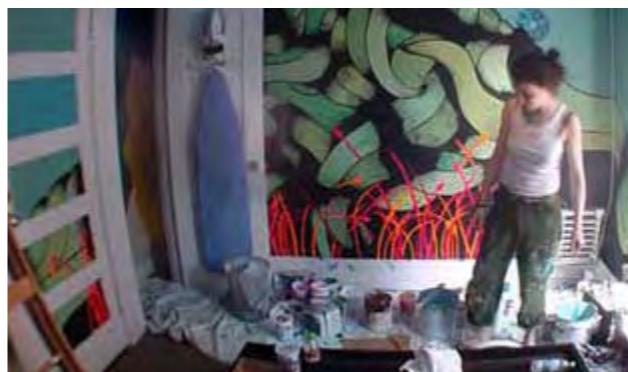
INDGANGEN
Der byder indenfor.



MØBLER
Man kan sidde, flyde og bevæge sig på.



GULV & PLAN
Der skaber intime opholds - og aktivitetsrum.



DET KARAKTERISTISKE
Det særlige touch, der skaber hjemlighed



VÆGGE & LYS
Der åbner, afgrænser og skaber stemning.



VÆRTSKAB
Der er nogen, der tager ansvar!



STUEN
Rammen om samværet



FORANDRING
Man kan udvikle sin indretning over tid.

Væggene: BYEN i ØJENHØJDE

The walls: the human perspective



PLADES E

Turning life inside out
Creating living rooms with intimacy
Screens as communication infrastructure
Movement & play integrated





fredag den 23. juli 2010



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SOCIAL LAB

ROSKILDE



A lab for social innovation in an urban context

Using Roskilde Festival as lab for social innovation.

Using new media and communication to engage the audience.



What makes a place good to you?



*How do you share your creativity?
takes green steps*



How do you make it easy to do good?



*How do you make your
everyday sustainable?*

www.uiwe.dk

www.roskildesociallab.dk

