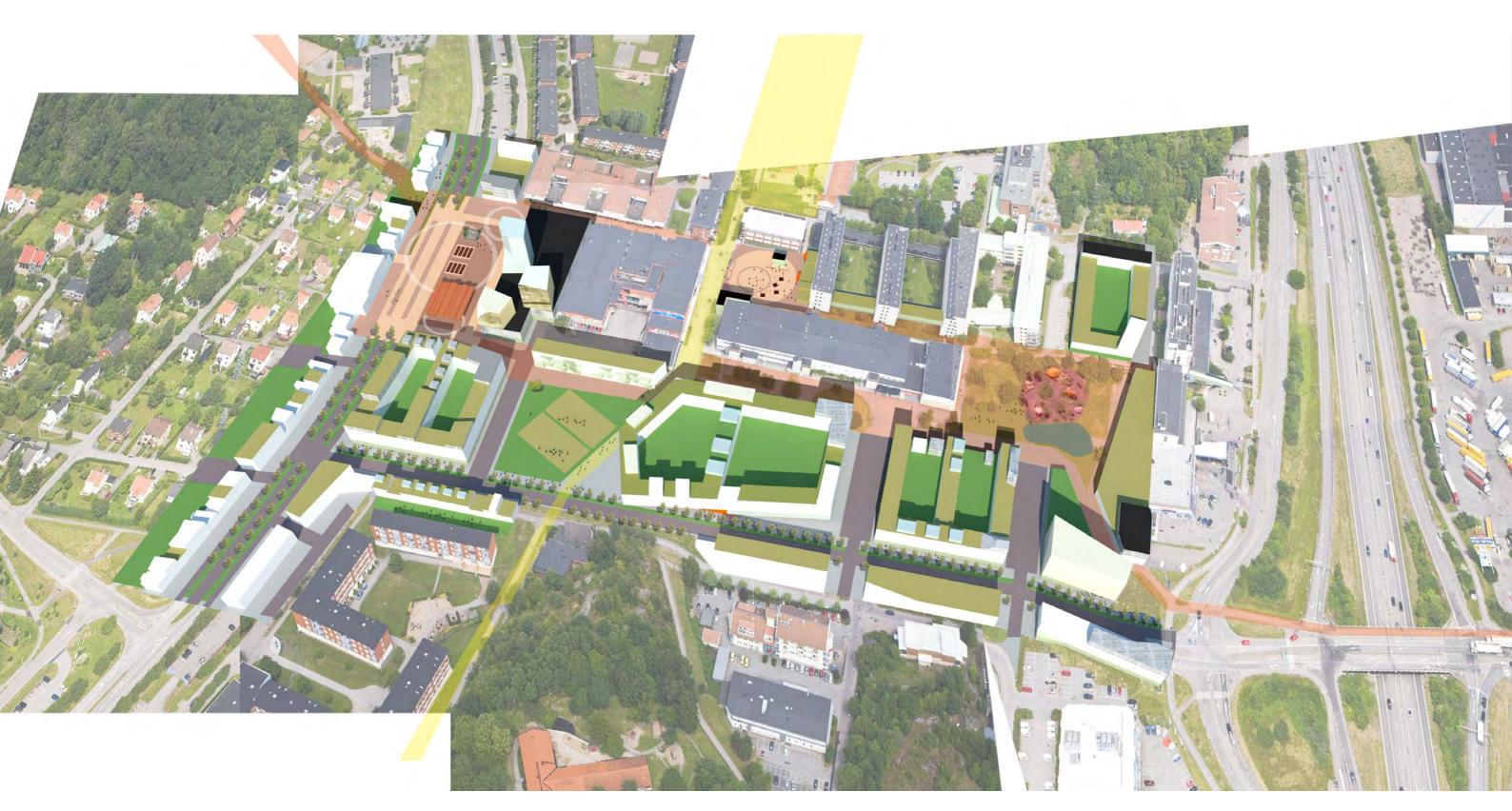
THE SOCIAL TOOLBOX - A PROPOSAL FOR A NEW SELMA LAGERLÖFS TORG



Parallel commissions Selma Lagerlöf Torg and surrounding areas Förvaltnings AB Framtiden + Göteborgs stadsbyggnadskontor

FINAL DELIVERY 2011-11-30 / TEAM AIM+NOEMA+TYRENS

PROJECT CREDITS

AIM – Architecture Is Made AB Kristoffer Nilsson, architect sar/msa Louise Lövenstierne, architect msa Magnus Björkman, architect sar/msa Nils Björling, architect sar/msa

Carl Welin landscape architect LAR/MSA

Noema Research and Planning Ltd Lia Ghilardi Cultural Planner

Tyrens AB, Helsingborg Ann Cederberg Traffic strategist

VISION TEXT

"A city is more than a place in space, it is a drama in time"

- Patrick Geddes

This quote from the great Scottish polymath was the inspiration guiding our submission. For our team, real, enduring neighbourhoods and cities are complex and multi-layered organisms, necessarily absorbing changes across generations, regimes and social and cultural upheavals.

Above all cities are places for living in. A place that is good to live in is also a good place to visit but also a location for meaningful employment. The real beauty of a place lies in the ever-changing vitality of its streets, shops, and activities, the way that its people are involved in the life of a place and how it meets their everyday needs and enhances their lives.

Whether viewed from an economic, people, or physical perspective, we believe successful cities need to be:

RESILIENT and able to adapt to change and transformation in a transparent and democratic way;

INCLUSIVE by positively absorbing and mobilising an ever increasing cultural and ethnic diversity;

AUTHENTIC by developing in an organic way, in tune with a place's distinctiveness and local dynamics, social interactions together with local aspirations.

Today, however, there is no doubt that the success of cities depends, to a great extent, also on their ability to attract and retain the best people and businesses in an increasingly global marketplace. No longer geographically rooted by the locations of old industries, mineral reserves, agricultural produce our towns and cities have to find new roles to survive and prosper.

A strong identity, a positive image and the overall reputation of a city are key in determining the success or failure of urban renewal. Gothenburg has shown over the past ten years a great capacity for visioning its future as a coherent, harmonious, liveable city.

The recent commissioning of the River City crowd sourcing-expert brainstorming process is a good example of such forward-looking attitude to place making Gothenburg has embarked on. The Selma Lagerlöfs torg competition is yet another proof of the openness of the city to new ideas and approaches and we welcome the possibility to contribute to such process.

Development Or Place-making?

In the recent past, (and especially before the global economic crisis) in many countries in Europe and elsewhere, there has been a tendency to deliver urban and neighborhood renewal by aiming at short-term, property-led, consumer oriented regeneration models. The problem is that, when places become too slick, when they focus too much on the supposed desires of the consumer, they become predictable and their attraction diminishes. In addition, in the past two decades there has been a great deal of research published about 'non place' and the tendency of our modern cities to descend into vagueness and placeless-ness particularly when they enter a post industrial era.

In our view, city making is not just about creating places but also about making and growing lives and livelihoods. Places demand specificity and memorability and must provide comfort and belonging, conviviality and emotional commitment. They must be able to act as stages for inter-cultural understanding and inter-generational mixing.

AN INTEGRATED PROCESS

In our proposal we will focus on the idea that a neighbourhood is like a living organism with its own unique DNA of social, cultural and economic interactions and dynamics deeply connected (and dependent on) the rest of the city and the region.

We see Backa and Selma Lagerlöfs torg as places with their own distinctive identities, community resources and assets needing to be recognized by local people in the first place, and then mobilised and activated for the benefit of everybody in the city.

To this end, we envisage proposing a set of actions that – while taking into consideration the aspirations of the Brief, (for example on housing growth and on attracting new people to come and live there) – also lay down the conditions for a better and meaningful life for all those living in this part of Gothenburg.

A CONVIVIAL NEIGHBOURHOOD

"Places where people can be sociable and festive are the essence of urbanity" – Ivan Illich.

Our team have interpreted the key aspirations Attractive, Secure, Sustainable, contained in the Brief through the lenses of the overarching Conviviality value.

By this we mean that Selma Lagerlöfs torg should be:

- A rich, vibrant, mixed-use environment that does not close down in the evening or at night;
- A visually exciting neighbourhood full of delight through small and largescale interventions temporary and permanent;
- Attractive to residents and visitors alike and with plenty of spaces for interaction between cultures, ages, lifestyles, incomes;
- An inspiring place where cultural and civic engagement are treasured values by all people living here.

We envisage for Selma Lagerlöfs torg an urban, cultural and social fabric capable of supporting formal and informal public life with places that sustain the kind of leisure activities best shared in a low key unstructured way, while at the same time rethinking the whole local texture (from housing, to retail, green spaces, to the cultural, educational and economic activity) with a holistic and innovative perspective.

Rather than working with a pre-fabricated blueprint (with the tools of the past!) our team's approach is to work innovatively with Selma Lagerlöfs torg to grow conviviality in an organic way by mobilizing the existing resources and activities in the first place, and by initiating temporary actions functioning as catalysts for longer term interventions. For this reason, our proposal develops around a timeline onto which we have placed short, medium and longer-term actions.

OUR STRATEGY

In the first instance we want to emphasize the variety of layers of positive resources (human, economic and urban) of Selma Lagerlöfs torg, and then we want to propose concrete ways of adding value to such assets before, finally, connecting them to new additions in a creative way.

The principles guiding our strategy are:

ACTIVATE existing resources such as schools and learning institutions, cultural buildings, community spaces and activities, retail. By doing temporary interventions in the short term, as well as by providing a vision for the medium and longer term.

CONNECT spaces and places to people, movement, uses, functions. We believe Selma Lagerlöfs torg needs places of exchange, which are not just trading places but also opportunities for different groups to inter-act, learn, play, and engage in civic life. When thinking about connectivity, playfulness and sociability are key values for us.

INTEGRATE – Our emphasis is not on beautification for the sake of it, but rather on how the Selma's public culture. Civic and cultural buildings can work harder if occupied and shared by different players and ages throughout the day, in the evening and throughout the year.

INNOVATE – This is where we apply creative thinking and problem solving to the challenges highlighted in the Brief. This is also where we put people at the centre and listen to their dreams, expectations, visions. Our approach it first to get a sense of what currently works in of Selma Lagerlöfs torg and then formulate ideas for what could work better through creative thinking. This is also where we make the connections with interesting projects elsewhere and propose new ideas adapted to the specificities of the local context.

APPENDIX, REFERENCES

BUILD YOUR OWN

Backa and Selma have a strong tradition of social housing and contain a number of examples of well designed social houses schemes dating from the 60s and 70s. This is an important cultural and urban resource which not many neighbourhoods have. Aligned to it, we know there is also a strong co-operative tradition in this part of Gothenburg. We want to activate this kind of knowledge which still exist among some sectors of the local communities in order to create new models of social living (e.g. more mixed tenure, mixed income and life style, intercultural mixing, self-build, housing stock recycle).

Examples and references:

- Historical reference; Däckshuset in Kallebäck, by architect Erik Friberger
- Urbana villor Malmö, http://www.arkitekt.se/s51842
- Baugemeinshaft, Vaubahn, Freiburg

Where individuals and families are comes together and plan, build and then live together in the house that is based on their own dreams and ideas on how to live.

http://kunskapslänken.se/2011/06/29/%E2%80%9Dbaugemeinschaft %E2%80%9D-%E2%80%93-ett-hallbart-byggande-aven-i-sverige/

LIVING ABOVE THE SHOP

Attractive cities are those that manage to mix uses and functions on a 24/7 basis. Creating houses above shops is the best way to vitalise cities and neighbourhoods in the evening and at night. Light up windows in the evening are effectively the equivalent of eyes on the street. People moving about provide a form of supervision and act as deterrent against crime. Single occupants, students flats and some elderly couples may like the convenience of living near/above shops and close to meeting places. Others also may like the buzz of being at the centre of the action.

Examples:

- Bennets Bazaar i Rosengård,
 http://www.mkbfastighet.se/templates/Page.aspx?id=125332
- Western Harbour, Malmö
 http://www.malmo.se/English/Sustainable-City-Development/Bo01-- Western-Harbour/Buildings.html

RECYCLE, BUY, SELL

We know that Selma Lagerlöfs torg has a number of good shops, which are popular with locals. We also know that some of the residents are unhappy with the quality of some of the shops and would like to see a better variety of retail offer. If Selma Lagerlöfs torg is to attract more people to come and live there (and give the locals a chance to do some more exciting shopping), the first thing is to look into the possibility of re-using existing redundant shops.

These can be used as space for niche specialist retail and small-scale craft, design or workspace for other artistic activity. Bakeries, delicatessens, antiques restoration workshops, car repairs, design and architects' ateliers (for example) could exist side-by-side to a good mix of eating places (both up-market restaurants and cheaper eateries offering diverse cuisines and locally grown food). A better variety of cafés (culturally different depending on the local community: eg. Turkish coffee, Italian etc.) would also be needed. In addition, given the cultural and ethnic diversity of Selma Lagerlöfs torg a Rich Mix Bazaar could be developed. This can be an indoor food and restaurant market, or a clustering of activities managed by the diverse communities populating this area of Gothenburg. Examples of such Bazars have been successfully created in Aarhus (DK) with Bazar Vest.

Examples and references:

- Matpalatset Selma Lagerlöfs torg, study from citizens;
 Agneta Barknertz-Zwart, Aida Alizadeh, Birgitta Rosenhall, Djenita
 Dugonjic, Edvin Touma, Elvis Emin, Emir Radoncic, Falah Fahed, Hana
 Mahmutovic, Kent Turnefelt, Kimberly Nies, Gatica Mefailj Useinov,
 Nilofar Shayan, Emma Corkhill, Henric Benesch, Magnus Torstensson,
 Erik Sandelin, Terje Östling
- LUV Shops in Govan, Glasgow
 http://www.linthouseurbanvillage.com/gallery_pictures.html
- Renew Newcastle in Australia(http://renewnewcastle.org/about)
- Bazaar West
- Brunnengasse Market in Vienna
 (http://www.lomography.com/loc/Brunnenmarkt)

FISHING IN BACKA

Fiskhuset is a strong resource for Selma and the whole of the neighbouhood. We propose to add value to the existing stand by moving it into the Bazar and by creating a spacious and upmarket gourmet restaurant on the corner of the square.

While building on the already good reputation of Fiskhuset, the restaurant would attract hungry people from all over Gothenburg and offer an array of fish dishes from different cuisines through a quality menu. The restaurant should also aspire to attract a famous chef so that it would put Selma Lagerlöfs torg on Sweden's food map and raise the profile of this area to the outside. The restaurant will also provide a choice of moderately priced dishes for lunch time local crowds.

Example:

■ Kødbyens Fiskebar, Copenhagen, http://www.fiskebaren.dk/da/

THE KNOWLEDGE SELMA

The local school Skälltorpsskola is an exceptionally good school delivering results across the board but in particular in the sciences. There is now an unique opportunity to build on this strength.

From our research we know that the parents of local pupils are very involved in the school activities and feel allegiance and ownership towards this learning institution. The school, however, has a need to expand and improve their profile in order to deliver better service to the local community. We believe that better integration with the Kulturhuset, the Ballet School and the library could be key to make the square more lively and engaging. To this end, we suggest 4 steps.

Examples and references:

- Interview with Olof Stigert and Marie Moulaison, rektor Skälltorpskolan/
 Svenska Balettskolan
- Magdeburg Open Air library http://www.designsoftheyear.
 com/2011/02/28/architecture-award-winner-2011-open-air-library-karo-architekten-germany/
- Drammen Library

 http://www.flickr.com/photos/75327946@N00/2408371570/
- Drammen playground
 http://playgrounddesigns.blogspot.com/p/
 playscapes-forum.html#nabble-td3553798
- Laban Centre, London, centre for contemporary dance. It includes 13 dance studios, a 300-seat theatre, dance health suite, Pilates studio, library and café.
- Malmö-Stapelbäddsparken-Fabriken, an open labenvironment FabLab
 http://www.stapelbaddsparken.se/lokalerna/fabriken-@stpln.aspx

THINK GREEN

An important part of the renewal strategy will be a continuous process of greenifying Selma, with larger green connections, temporary allotments, creating possibilities for urban gardening, parks with specific programs.

Examples:

- Prags Boulevard, Copenhagen
 http://www.cphx.dk/index.php?id=29094#/29080/
- Incredible Edible park, England
 http://www.incredible-edible-todmorden.co.uk/pictures
- Urban Physic Garden, England
 http://vimeo.com/31114958
 http://www.unionstreetorchard.org.uk/partner-projects

http://www.unionstreetorchard.org.uk/

THE SOCIAL TOOLBOX

'A city is more than a place in space, it is a drama in time' (- Patrick Geddes)

This quote was the inspiration guiding our submission. For our team, real, enduring neighborhoods and cities are complex and multi-layered organisms, necessarily absorbing changes across generations, regimes and social and cultural upheavals.

e small pop up store

a concert in front of th ar, they are going to f

variety of layers of positive resources (human, economic and urban) of Selma Lagerlöfs torg, and then we want to propose concrete ways of adding value to such assets before, finally, connecting them to new additions in a crea-

> id you see the dancers the roof of the libra

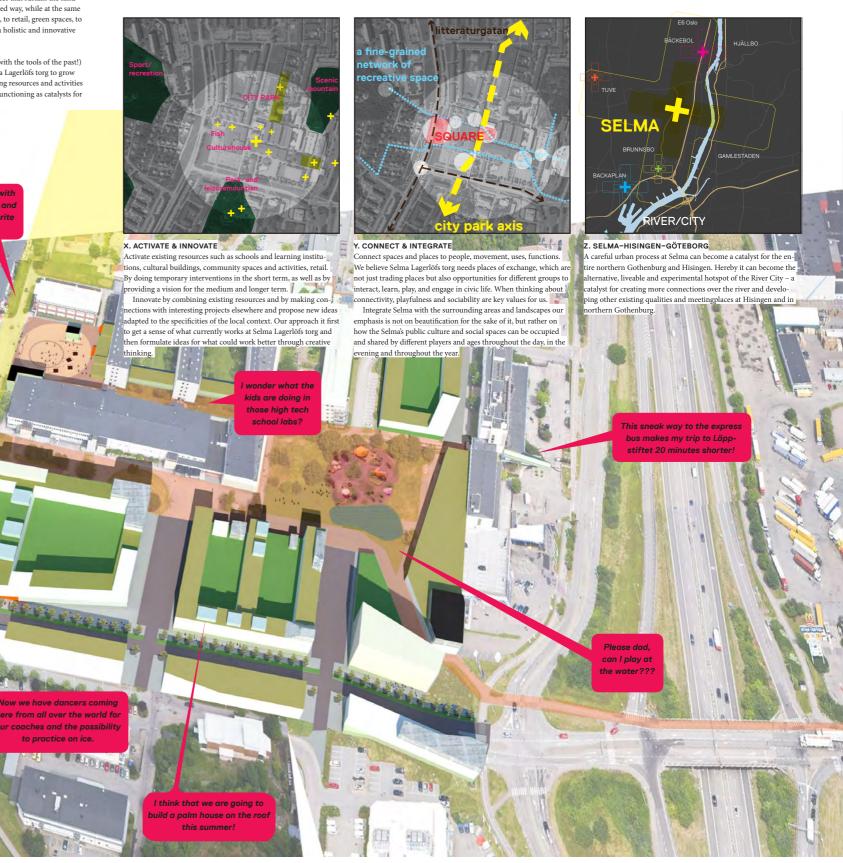
wonder if they are still laying football by the

In the first instance we want to emphasize the We envisage for Selma Lagerlöfs torg an urban, cultural and social fabric capable of supporting formal and informal public life with places that sustain the kind of leisure activities best shared in a low key unstructured way, while at the same time rethinking the whole local texture (from housing, to retail, green spaces, to the cultural, educational and economic activity) with a holistic and innovative

> Rather than working with a pre-fabricated blueprint (with the tools of the past!) our team's approach is to work innovatively with Selma Lagerlöfs torg to grow conviviality in an organic way by mobilizing the existing resources and activities in the first place, and by initiating temporary actions functioning as catalysts for

> > This outdoor library, wit heir super espressos and ice cream, is my favorite

MAIN PRINCIPLES



A DEVELOPMENT IN STEPS

In order to activate, innovate, integrate and connect the new development with the people at Selma. We propose to initiate the revitalization process with a range of many initiatives, small scale and easy to realize, before construction begins to a larger extent. This may then work as a try-out-step and gives the possibility to show some fast results of the long term renewal process initiated.

It's equally important to continuously identify and deliver Key projects and programs during the process, to focus on the coming year for the fast small scale initiatives and the coming five years for the permanent steps of the renewal. The timeline indicates a process that we see will be continuously updated during the coming process.

"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

- Jane Jacobs, 'The Death and Life of Great American Cities'

We also see the creation of a dedicated trans-departmental, trans-disciplinary organization whose task should be to facilitate the implementation and delivery of the urban processes highlighted in the competition's proposals, co-creating changes with the people from the area, coordinating the development of the public spaces and connecting initiatives within a broader city, and regional context.

PUT FOCUS ON:

- IMPLEMENTING EARLY INITIATIVES IN STEP ZERO
- DEVELOPING AND IMPLEMENTING KEY-PROJECTS SUCH AS: Experimental housing (both social and commercial) Cultural, Retail, Sport and Quality of Life strategies Green and sustainability strategies
- CONNECTING THE DEVELOPMET TO A BROADER CONTEXT

Based on a continuously updated 1 and 5 year action-plan and a yearly public forum discussing what has been done and the direction for the vision



LEGEND:

Temporary programs/initiatives

New and existing forms of housing

Strategy for culture, knowledge and

Commercial programs Green and public spaces

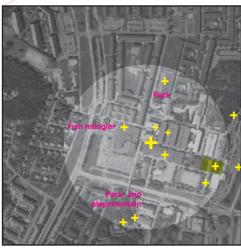
Concrete projects

Strategy for implementation

Key projects (of special importance to

STEP 0

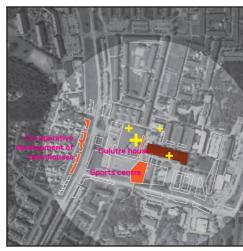
QUICK. VISIBLE PROJECTS TO TRY OUT IDEAS, VISUALIZE AND START THE PROCESS



- initiatives that can be completed quickly
- Testbed: Works as a full-scale laboratory for the projects in

STEP 1

PUBLIC PROJECT (SPORTS/CULTURE) BECOMES AN ATTRACTION + PUTS FOCUS ON SELMA



EXPPERIMENTA

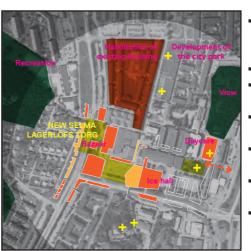
vill work as pro

types for new form

- dance centre + a redeveloped culture house
- along Litteraturgatan
- Regenerate existing houses towards the square
- new science labs, extension etc
- New temporary entrance for the area and markets on the

STEP 2

MAJOR DEVELOPMENT STRENGHTENING THE CORE - ON AND AROUND THE SQUARE



DO IT TOGETHER!

Collective housing with

for people and families at

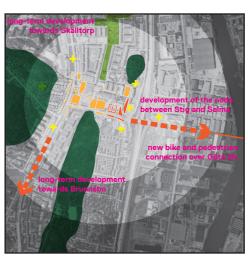
erent stages of life.

Develop the first larger area of new housing around the

- Keyprojects: Bazaar Selma
- New building with commercia premises and a parking garage
- Further development of the
- New playground and kindergarten on the hill
- existing housing
- Testbed: New connection to the busstop at Scandic hote

STEP 3

DEVELOP FRINGES & CONNECTIONS, CREATE A REGIONAL IMPACT



- Backadalen
- Keyprojects: Extend the Sports- and dance centre with an ice-skating rink. Expand the balett school into an European dance- and ice skating center.
- Mapping and development of possible Key projects around
- New connection over Göta älv
- A further development of Litteraturgatan towards south

HOUSING >

CULTURE/KNOWLEDGE/SPORTS >

COMMERCIAL PROGRAMS >

REUSE EXIS-TING SPACES dom to rebuild, these car

SELMA LAGERLÖFS TORG

sequence of public spaces

THE CITY PARK

south green co

with additional p

CULTURE HOUSE the bottom floor of Kulturhuset to creat

IBRARY +

KNOWLEDGE AND to a new, high profile, Dance

A NEW PLAYGROUND

young and elderly based

A new playground for

DREAMING AT SELMA Create a cluster of learning itutions for body and mind. We e the learning square as interactive, onto the square, open 7 days a week as well as in the evening. Connect the school and the knowledge squar

SELMA BAZAAF rich Mix Baza ring of activ

CROSS-CONNECTION

by constructing a west-

the E6. Let water play an

important part in this

SPORTS & DANCE CENTER Develop the idea of a dance and in a seco hase with an ice

DO IT TOGETHER! Build a workshop space wh nents for self build! and kid or creating tree huts.

SHING AT SELMA

eighbouhood. We propose t

add value to the existing stand

by moving it into the Bazar

and by creating a spacious an

upmarket gourmet restaura

SCIENCE LARS

Develop Science labs for the school towards the square together with Chal logy and Universeum to t the school and prom

KNOWLEDGE ORCHARD Create new, small garogether with the people of Selma, such as a knowledge garden together with the

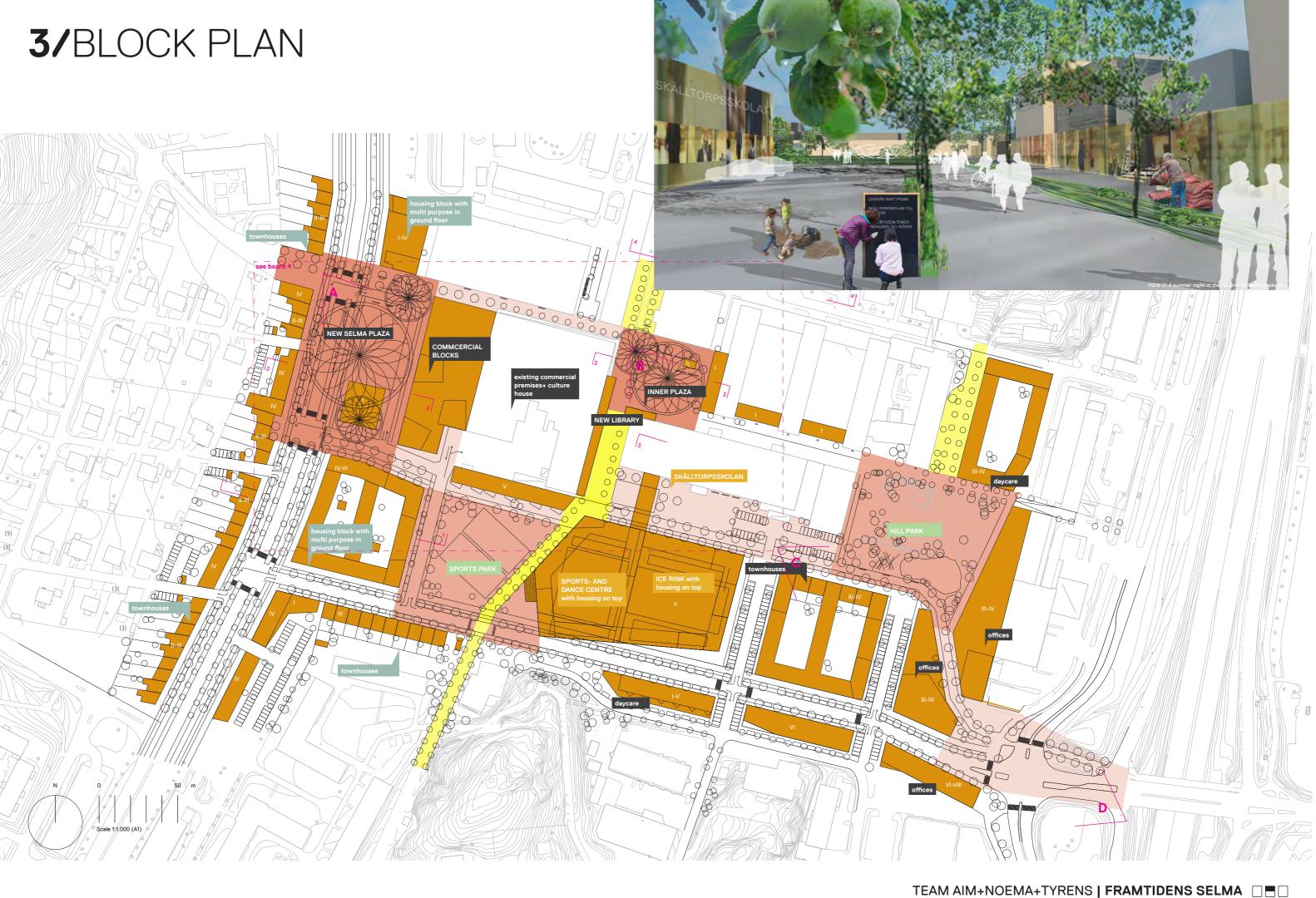
KY STAGE

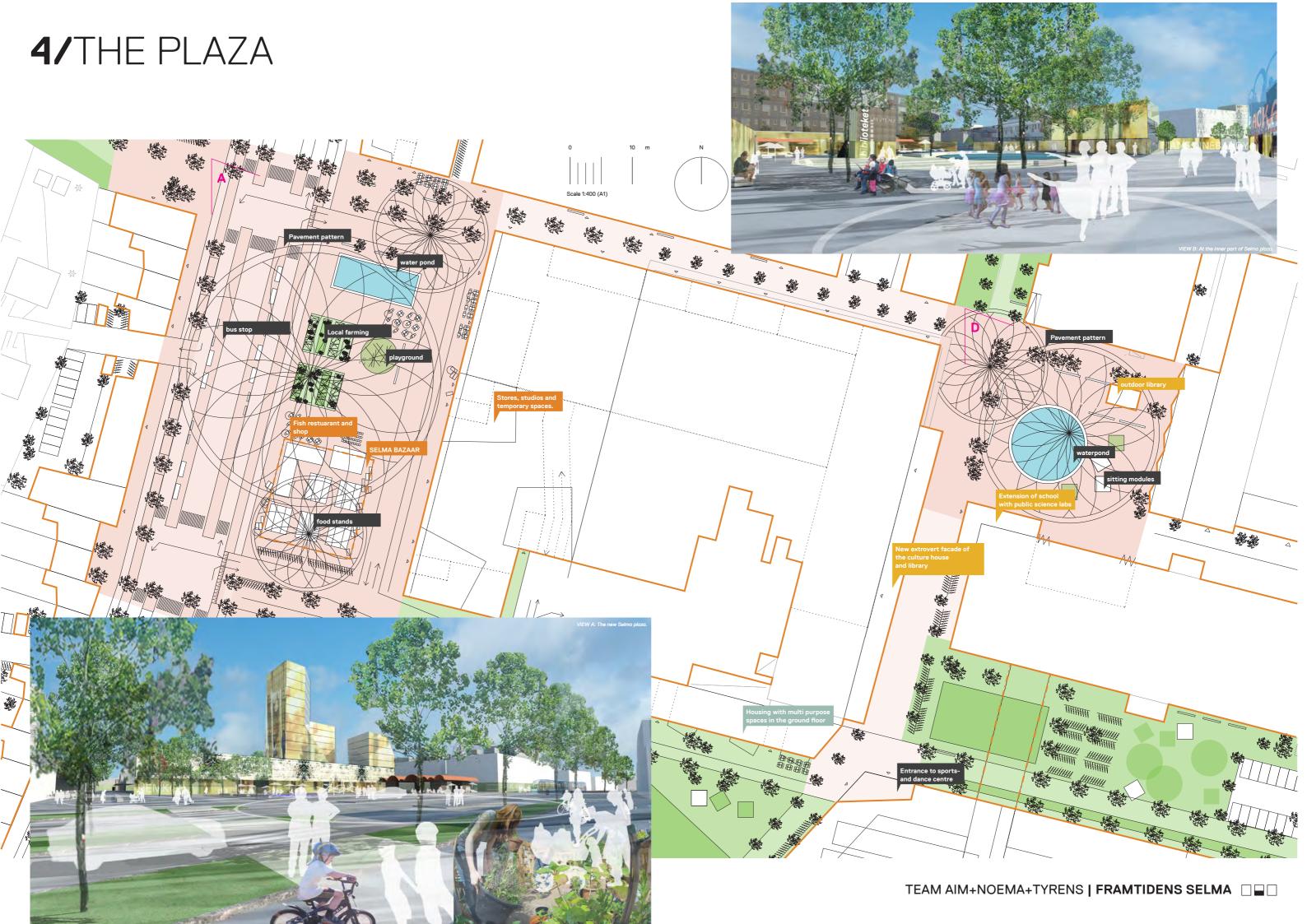
of one of the highrises by t

square, creating a cloudstag

PUBLIC SPACE >

TEAM AIM+NOEMA+TYRENS | FRAMTIDENS SELMA □□□





5/BUILDINGS & PUBLIC SPACE

HOUSING TYPOLOGIES

C. COLLECTIVE HOUSING

ted by inhabitants themselves

block with apartments in varying sizes to

accommodate a wide range of living for dif-

as car sharing, laundry, caretaker, child care,

ments, guest rooms etc which can be opera-

stone oven bakery, garden kitchen, allot-

ferent stages of life. Common functions such greenhouse etc.

Vertical townhouses with a higher ceiling in the ground floor to create possibilities for varying commercial uses with a street

entrance. Backside private garden. This development can take place at an early stage on vacant land along Litteraturgatan and Backadalen, in reference to the Swedish tradition of Egna hem, a low to medium-cost living with opportunities for individualism within a given framework.







B. PENTHOUSE ADD-ON

A villa with a garden on top of the apart-

ment blocks! When built on existing buil-

dings, it may finance renovation and addi-

tion of facilities like elevators etc, in new

developments it may create chances for

smaller and cheaper flats below.











Smaller buildings for more volatile programs

common kitchens, neighborhood workshop,

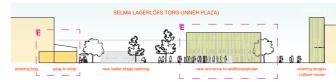
or flexible use; pavillions such as kiosks,

D. PAVILLIONS



PUBLIC SPACE TYPOLOGIES





1. THE PLAZA

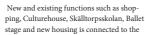
E. INTERFACE PLUG-IN

premises on ground or basement level, in

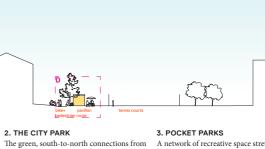
existing buildings. The existing space may

expand and get new and improved business

The new Selma Lagerlöfs torg works as a network of public spaces with a variation of form and character. The existing space is complemented by a new, grand square reaching out to Litteraturgatan and the bus stop, surrounded by new buildings with



network of public spaces.



Backa Kyrka and Backa Östergård to Bäckebol and Bäckefåran are filled with different kinds of active programs such as sport fields, allotments, playgrounds, pavillions etc.



4. COURTYARDS AND ROOF GARDENS Private courtyards and common roof gardens give possibilities for tiny-scale farming

from west-to-east, from the mountains to the river. Mainly a more natural character, and creates social meeting places for the but a theme playground is suggested in the ones living in the blocks. hilly spot east of the school.





PUBLIC SPACE PROGRAMMING

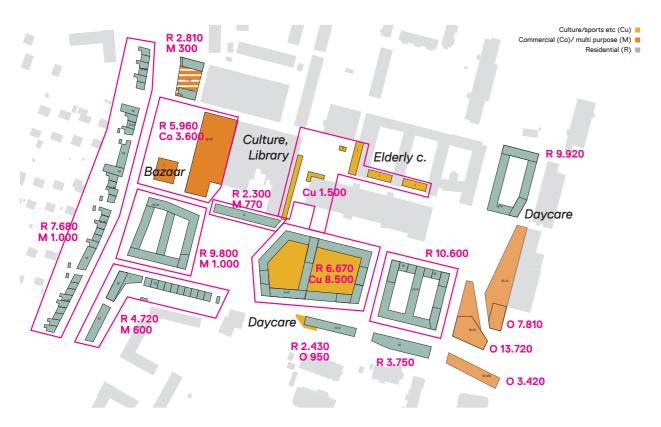
LEGEND: Bike path Farm Swimming View point Fishing = Hiking Sports Common barbcue stand Nature Social hub Library Kiosk 🚺



3. POCKET PARKS AND INNER COURTYARDS



6/REALIZATION & FACTS



USE & FIGURES /ABOVE

following total floor areas:

ca 830 apt.

R/ Residential66.650 m²
Additions to existing housing 5.000 m ²
O/ Office space26.500 m ²
Cu/ Culture, sport, dance 10.000 m ²
Co/ Commercial3.600 m ²
M/ Multi-purpose3.700 m ²

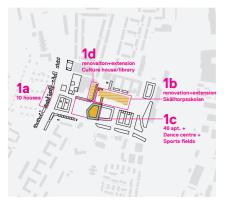
Total new development 115.450 m2

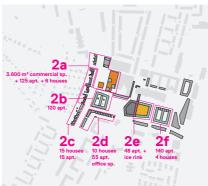
STEPS & PHASES /BELOW

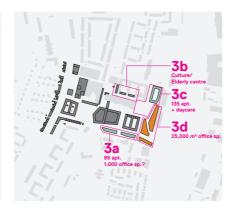
four main steps. These steps are split into several phases, economically feasible in scale and volume, ideally comprising between 20.000-30.000 m2. In the diagrams below there is a suggested division and a sequence of construction in regard to what needs to be built to be able to construct next part.

STRATEGIC CONSIDERATIONS:

- Make a completion plan based on an economic strategy for each project.
- Don't start by tearing down the existing buillings, but ensure some initiatives (as in step o) to keep a positive image of the
- One of the commercial advantages is that existing space is cheap, try to keep this as long as possible! Empty premises send
- Ensure at least one Key project in each step.
- Create goals that are achieveable in less than the whole regeneration process.









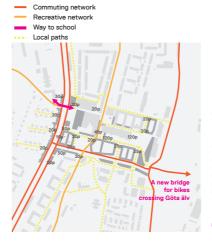
MOBILITY NETWORKS

1. BIKES & PEDESTRIANS

The network for bikes is divided in four different characters: commuting, recreational, school and local.

- The commuting network is placed along the main roads. It's fast, secure and works both day and night.
- The recreation network is placed in green environments close to housing areas. It's slower than the commuting network but still with the aim to connect Selma to the surrounding areas.
- The connection crossing Literaturgatan to the Brudbergsskolan is focused on safety.
- The local network connects the nearby areas and focus on short local trips.

The diagram below also illustrates number of outside bike parking places, residents remaining bike parking are placed inside each block. A total of 3.000 bike parking lots will thus be solved within the project area.



2. PUBLIC TRANSPORT

Local bus line

Good connections for public transport in all directions are crucial for a sustainable development of Gothenburg. Placed along Literaturgatan and close to Backadalsmotet and E6 and on a short distance from Körkarlensgata makes Selma well connected with public transport. Literaturgatan and the bus-stop are designed for a future tramline.

3. CARS/VEHICLES

The network for cars is divided in three different characters, highway, main network, local network.

- The highway is supporting a very diverse spectrum of programs and activities close to Backadalen. As a next step of development around Selma This programs supporting shorter or longer stops along the highway can be expanded. This development could increase public life using the different qualities and potentials from the different networks present.
- The main network is connecting the area with surrounding areas in a quite wide network. Therefor a local network of roads is needed.
- The layout if the local streets are made with consideration of public and commercial programs concentrating movement along the main roads through the area. Priority is given to the local network for pedestrians and $% \left\{ 1\right\} =\left\{ 1\right\}$

in the area. Time limited public parking is mainly placed along major streets and concentrated in three car parks. The parking garages are on the second to fourth floor at Selma plaza, beneath the Dance & Sports centre and on the backside of Scandic hotel. Parking lots for new housing and offices is solved through two alternatives; ALTERNATIVE 1 is focusing on the aim to decrease the

As an overall strategy for short stop parking and visitor

parking places have priority to people living and working

use of cars and promote public transport and use of bikes. Parking for housing and offices are concentrated into two main car parks at the new Selma plaza and the garage close to Scandic hotel (marked with green). In this way parking can be more coordinated. Alternative 2 also makes the distance from apartments to common parking more equal to the distances to public transport. It also makes people walk more in public space.

ALTERNATIVE 2 locates parking places on the first floor in the housing blocks.



4. CAR PARKING



