

ROSENTOWN

RosenTown is not simply a «tower project» but the creation of a city center landscape that subsequently includes a tower. A tower by itself cannot act alone as an urban regenerative device. Instead, the aim is to create a central urban space—the Rosentorg—that reclaims the harsh communal spaces of Rosengard and concentrates them around a powerful architectural gesture—the Rosentower. The tower stands at the crossing of the long pedestrian path from central Malmö and Västra Kattarpsvägen Street. This gesture is important both symbolically and spatially, allowing for the tower to act as a hinge in the center of Rosentorg while also providing an important symbol for a neighborhood with a new beginning.

The Rosentorg and the Rosentower share the same spirit and the same materiality, yet they have different forms and different references to the historic center of Malmö. They form a hybrid yet unified urban fabric.

The thin, winding form of the **RosenTorg** is the result of a purposeful extension and densification of the existing pedestrian path that currently connects the Rosengard district to central Malmö. The bicycle and pedestrian passageway that passes under Västra Kattarpsvägen Street will be closed and transformed into a nightclub or a café. This allows for the raised pedestrian and cycle path to cross the street freely and form a joint between the two districts of Rosengard which are today divided. Cars also cross the *torg*, taking turns with the flow of pedestrians and cyclists. By placing the Rosentorg and the Rosentower along the existing path between central Malmö and Rosentown, we are not only reinforcing the pedestrian connection but we are also reinforcing a route through which central Malmö's scale, identity, and architectural language can extend and filter into the revived neighborhood.

Rosentown needs the vestiges of history in order to rebuild its identity. By metaphorically cutting pieces out of Malmö's city center and pasting them into the Rosengard district, symbolic and familiar architectural elements are transplanted or rebuilt along the path, creating a hybrid urban situation. Traditional Malmö fountains, lampposts, benches, bins, and signs create a symbolic link with historic Malmö. Made of colored brick and stone, the patterns of the Rosentorg paving are references to the patterns of traditional carpets found in the countries of

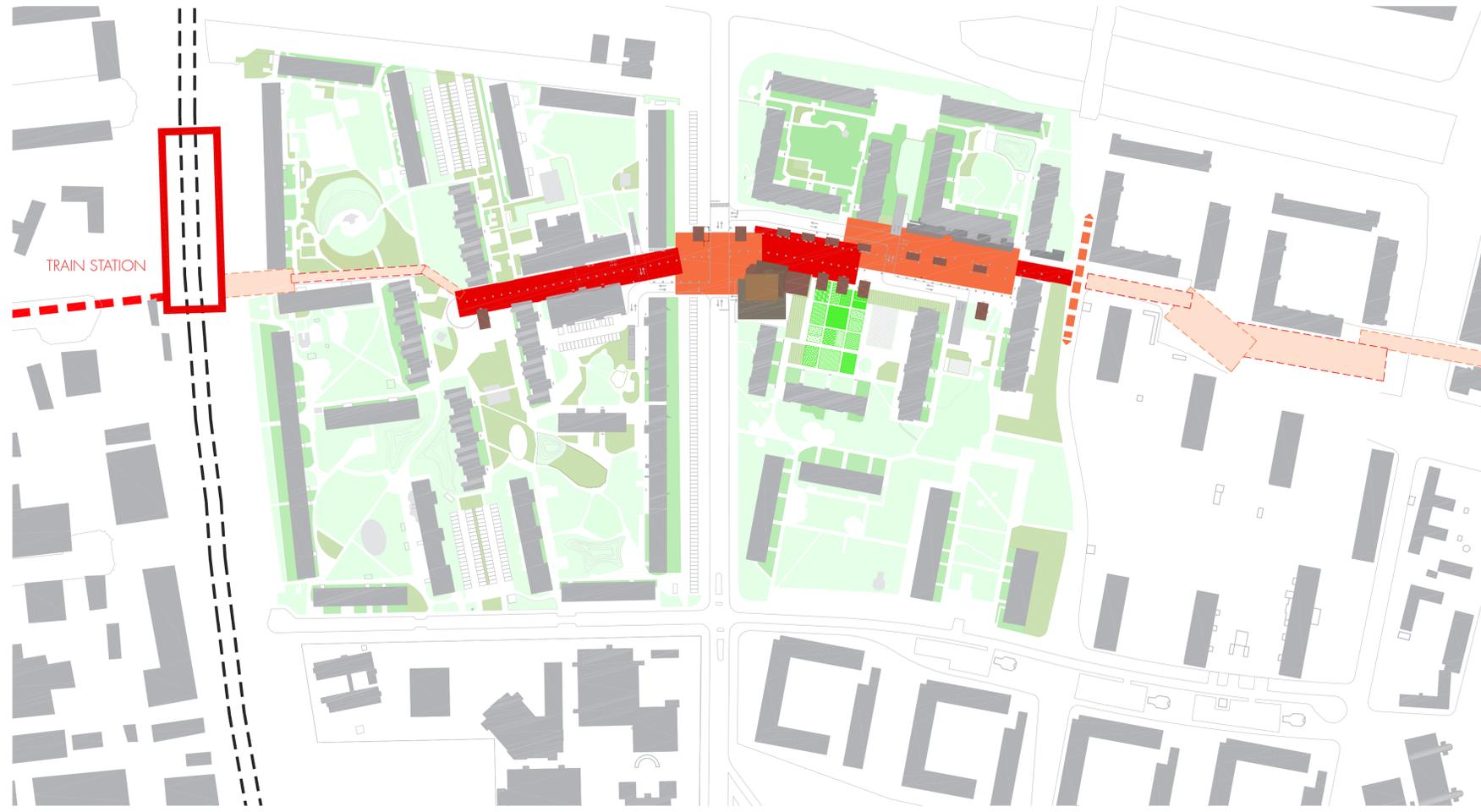
origin of the many residents of the district. The selection will be made in consultation with the city and the residents and representatives of different communities. Thus the landscape draws its history not only from the city of Malmö but also from the story of Rosengard's population.

The **RosenTower** is a hybrid tower. It is built up of four main volumes whose intention is to break down the scale of the large building into the scale of the neighborhood. Within the tower, these volumes vary functionally, structurally and materially.

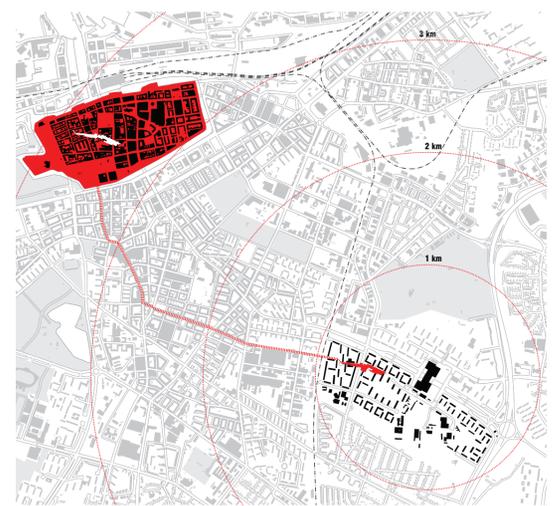
The tower is a stack of references to historical archetypes of the city. Laying the groundwork for Rosentown's historical and contextual foundation, the project takes inspiration from Malmö's city center and its omnipresent construction materials such as brick, wood, stone, and some glass.

At the tower's base is a rebuilt historical building from the center of Malmö. We propose to rebuild the recently demolished building, commonly called Butterick's building, as a kind of monument to a lost icon and a lost connection with the historic center. On the ground floor of this stone building there are shops that continue on to the first floor. On the two upper floors there are incubator offices. Behind this rebuilt historical building, a parking deck clad with silkscreen printed glass is a reference to modern city centers.

The brick-clad and wood-structured volumes contain residential apartments. Shimmering glass boxes protrude from the volume to indicate the presence of semi-public spaces. They are scattered across different levels and enjoy varied views over the surroundings. At the tower's summit is a contemporary, ecological, and innovative roof terrace. All of the planted roof terraces are accessible to the public. They open new and exciting views from various heights onto Rosentown, the whole Rosengard district, and beyond to the historical center of Malmö.



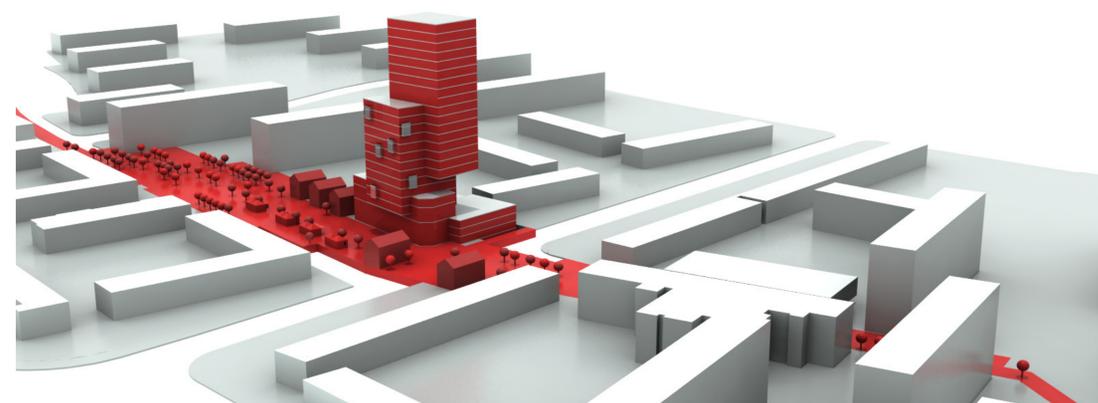
SITE PLAN | 1-2000



CONCEPT DIAGRAM



TYPLOGY REFERENCES



URBAN CONCEPT



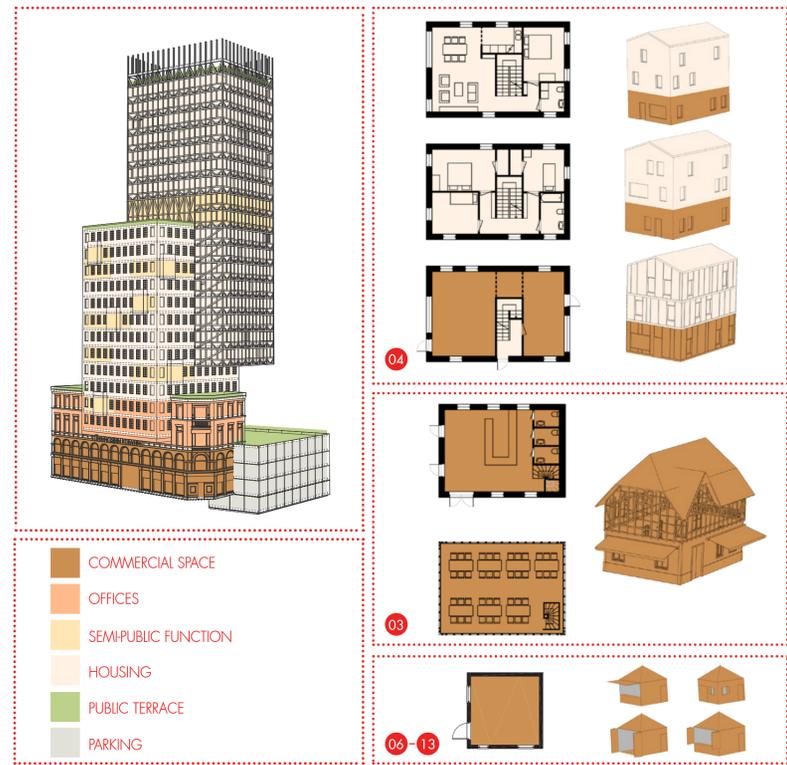
VIEW FROM THE EAST



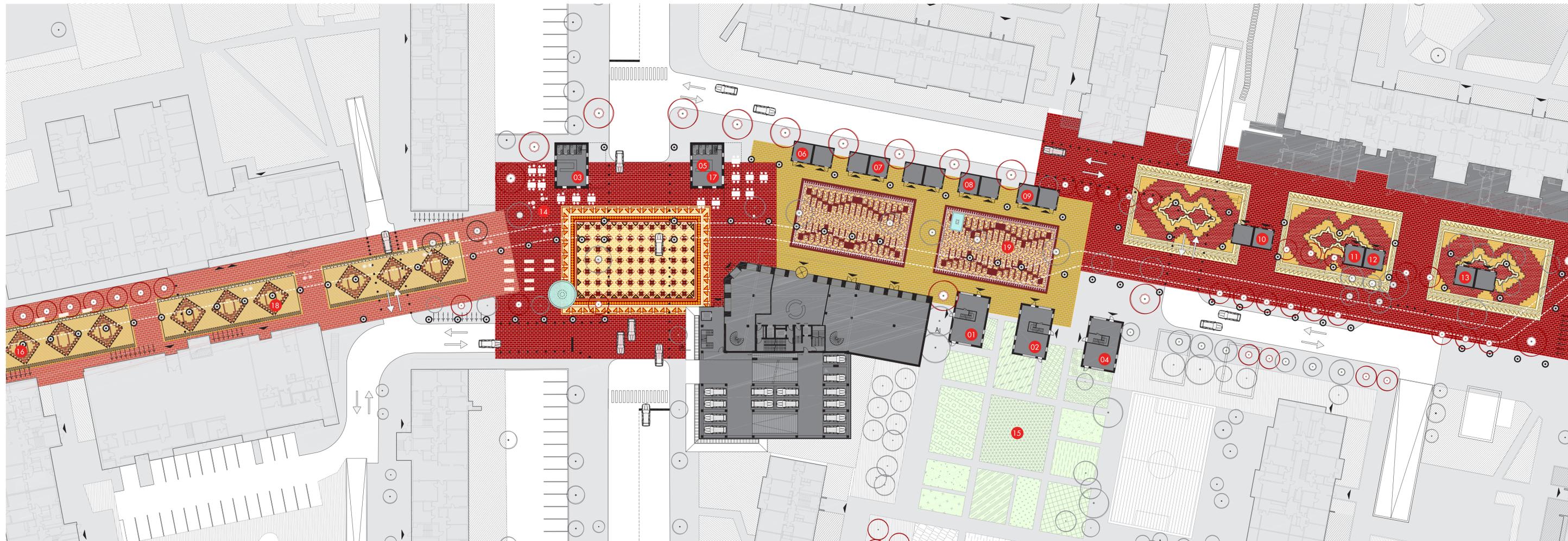
NORTHWEST ELEVATION | 1-400



SOUTHEAST ELEVATION | 1-400



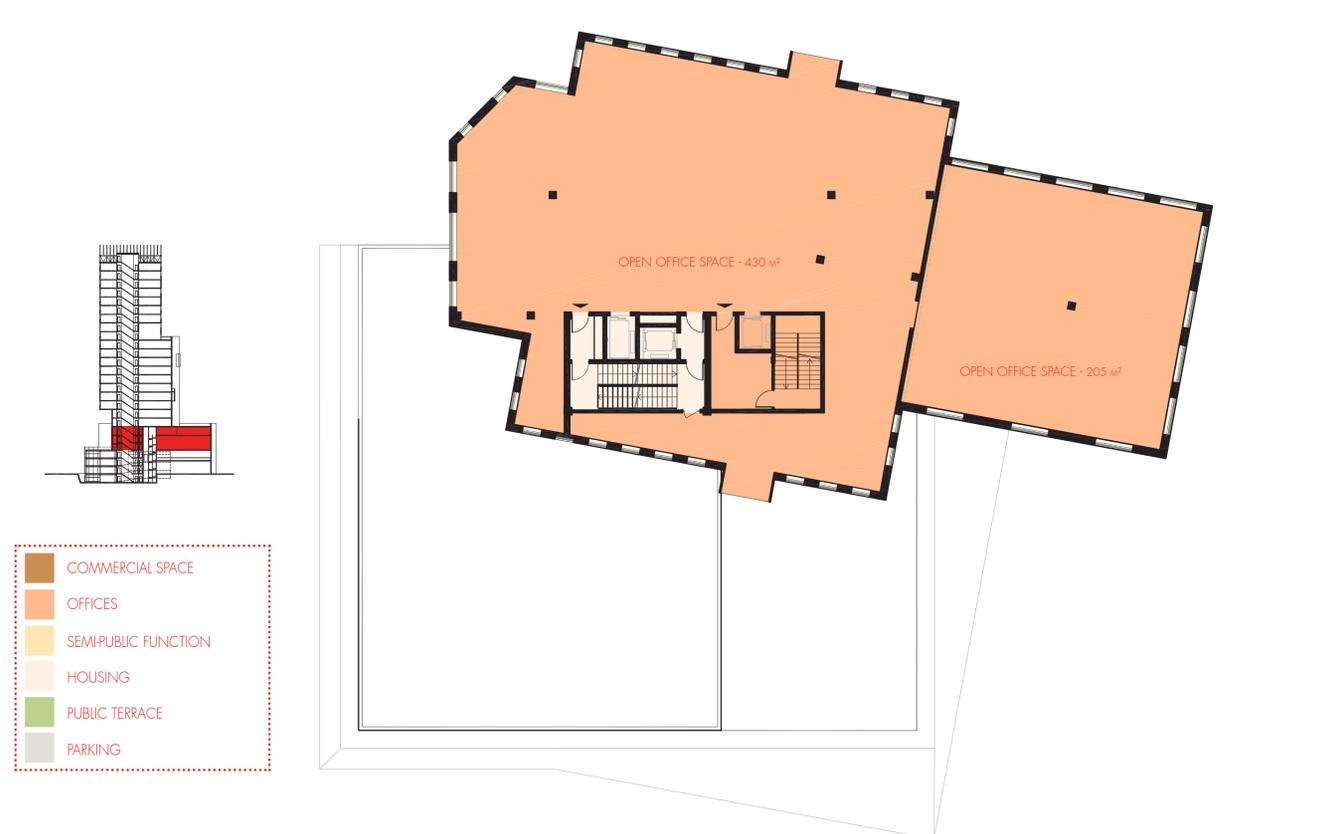
PROGRAM DIAGRAM



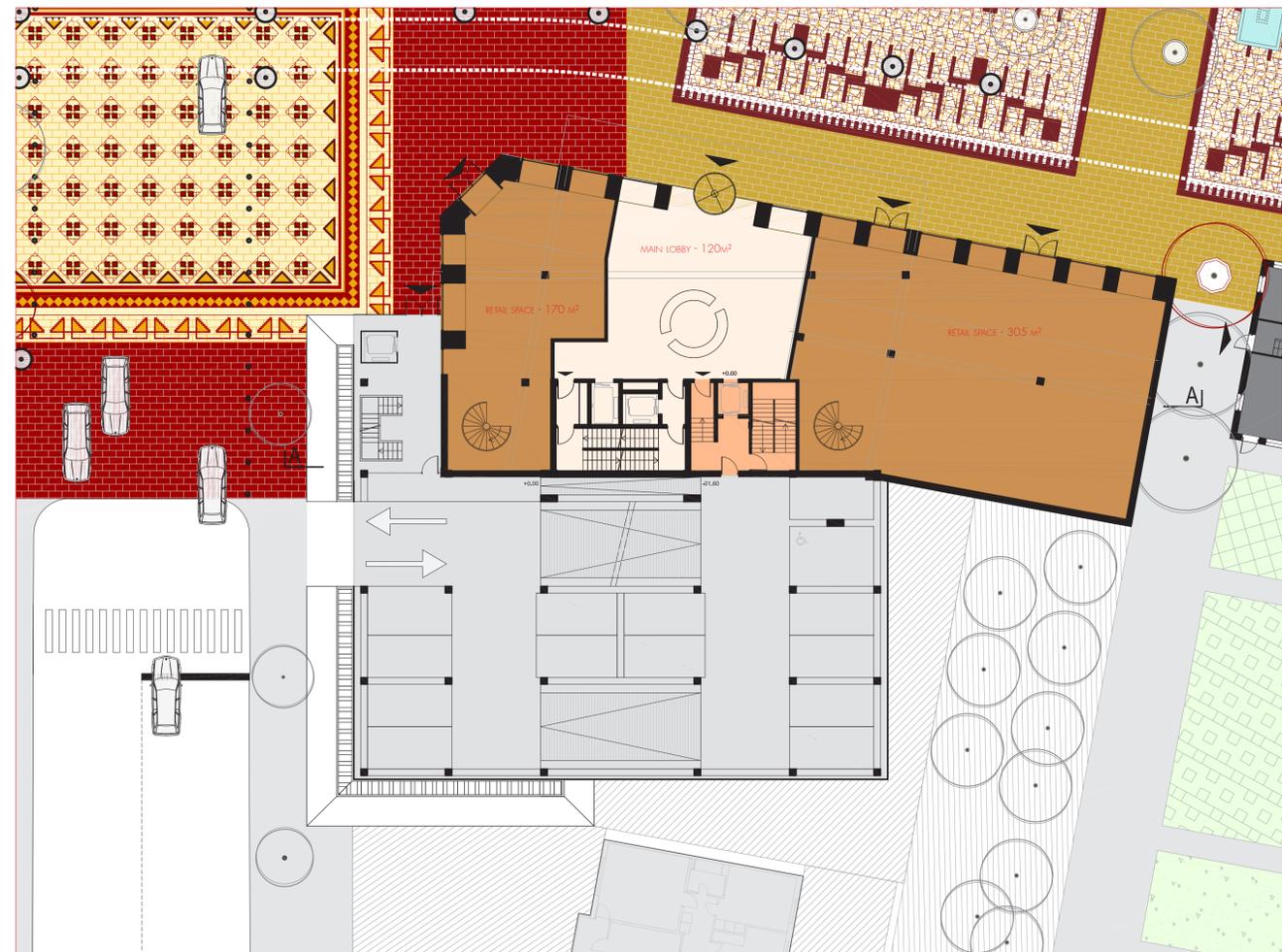
SITE PLAN | 1-400



STREET LIFE ON THE ROSENTORG



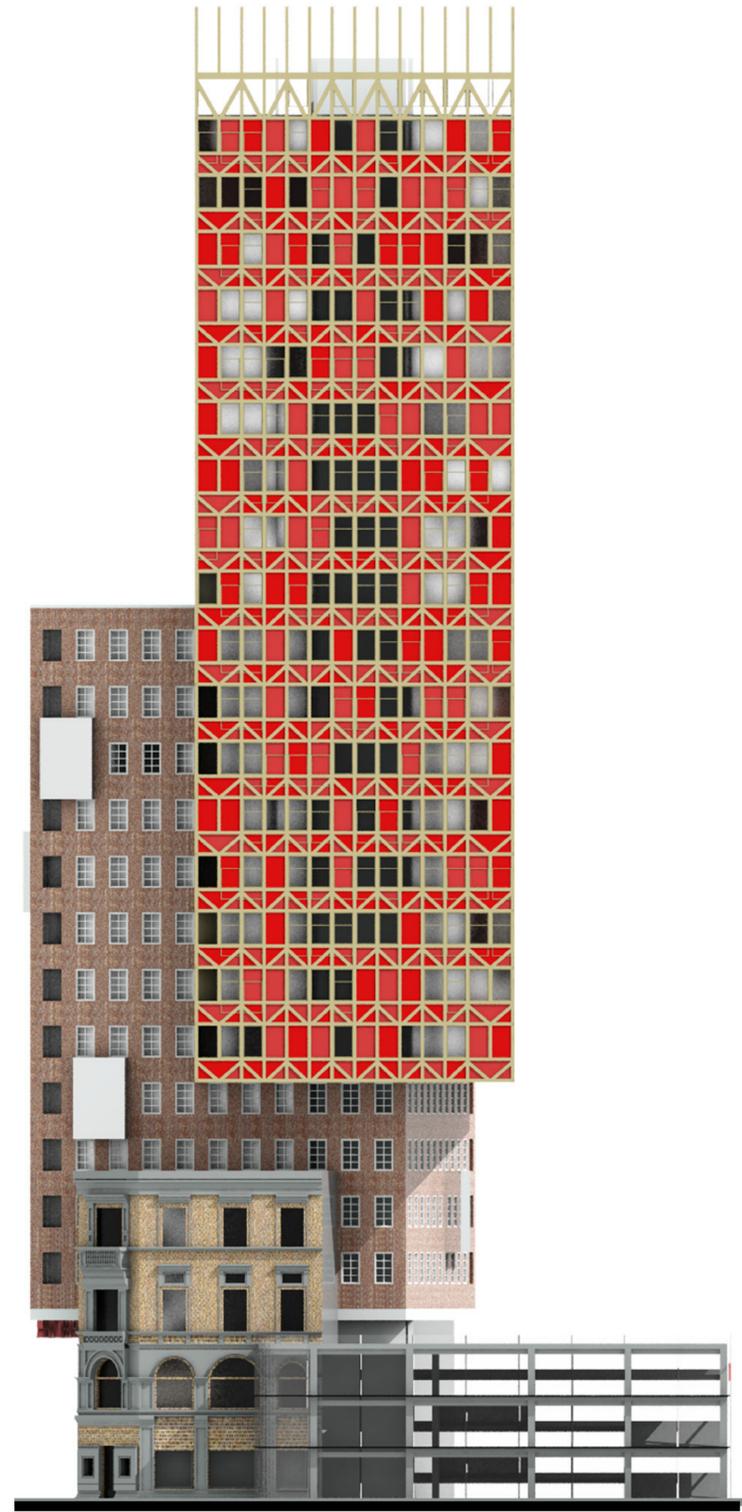
FLOOR PLAN LEVELS 3 AND 4 | 1-200



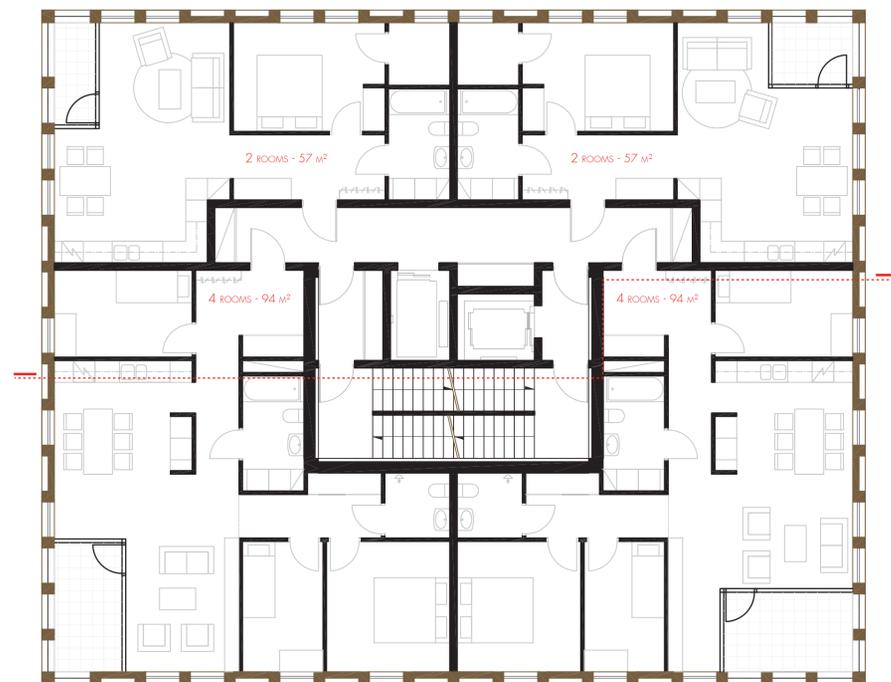
GROUND FLOOR PLAN | 1-200



SECTION | 1-200



WEST ELEVATION | 1-200



4 APARTMENT PLAN | 1-100



6 APARTMENT PLAN | 1-100



FLOOR PLAN VARIATIONS



- 1 ROOM APARTMENT
- 2 ROOM APARTMENT
- 3 ROOM APARTMENT
- 4 ROOM APARTMENT
- 5 ROOM APARTMENT
- 6 ROOM APARTMENT
- CLINICS