

H+

MINDZONE

Quality of place through quality of living



Our Vision:
H+MINDZONE

Quality of place through quality of living

Our values:
MIX
SHARE
CONNECT
GENERATE

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“A wonderful city – The tram at Allégatan, beautiful trees and the statue of Magnus Stenbock” Folke Eriksson about his memories of Helsingborg in the 40’s

“I often visit Soferio and Ramlösa in the weekends - wonderful places!” Margaretha Holgertz, Helsingborg

“There should be more attractions as amusement park, culture of a different kind, waterpark and theatre” Henrik Svensson, Helsingborg

“One of our problems is to find offices for companies the want to get established in Helsingborg” Department of development, City of Helsingborg

“We have close collaboration with the city of Helsingborg within our field of business” Carl Erik Edgren, owner healthcare company

“No not in general but I don’t visit the ferryterminal alone at night” Eva Nilsson on safety in Helsingborg

“The number of pupils with IG is a problem” skolförvaltningen in Helsingborg

Our challenges

In the renewal of the H+ area and Helsingborg we are facing challenges that are affecting many other cities in the world of different sizes. There are trends in our culture that we have to address to renew and update our way of life.

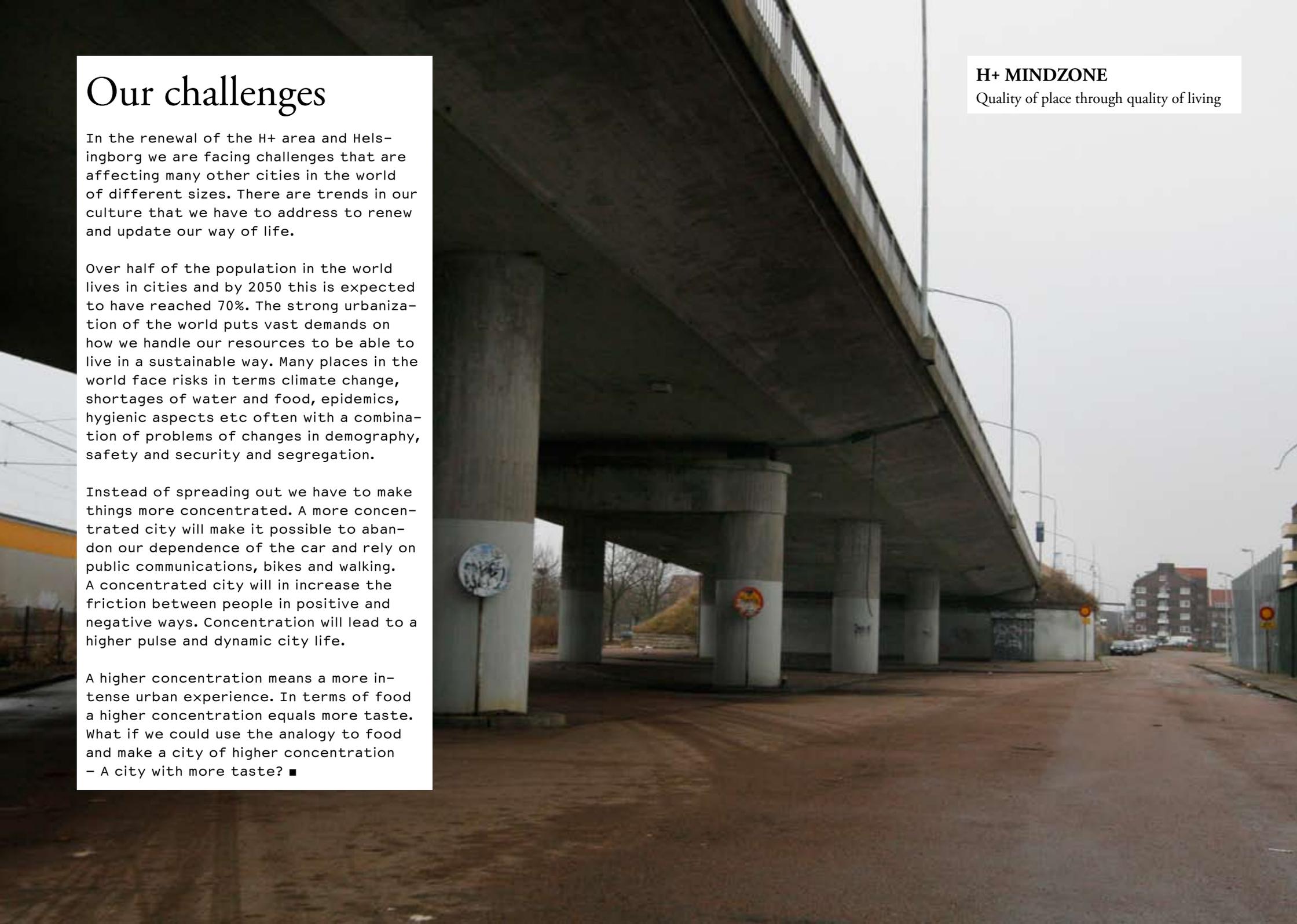
Over half of the population in the world lives in cities and by 2050 this is expected to have reached 70%. The strong urbanization of the world puts vast demands on how we handle our resources to be able to live in a sustainable way. Many places in the world face risks in terms climate change, shortages of water and food, epidemics, hygienic aspects etc often with a combination of problems of changes in demography, safety and security and segregation.

Instead of spreading out we have to make things more concentrated. A more concentrated city will make it possible to abandon our dependence of the car and rely on public communications, bikes and walking. A concentrated city will increase the friction between people in positive and negative ways. Concentration will lead to a higher pulse and dynamic city life.

A higher concentration means a more intense urban experience. In terms of food a higher concentration equals more taste. What if we could use the analogy to food and make a city of higher concentration – A city with more taste? ■

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How to continuously renew and innovate

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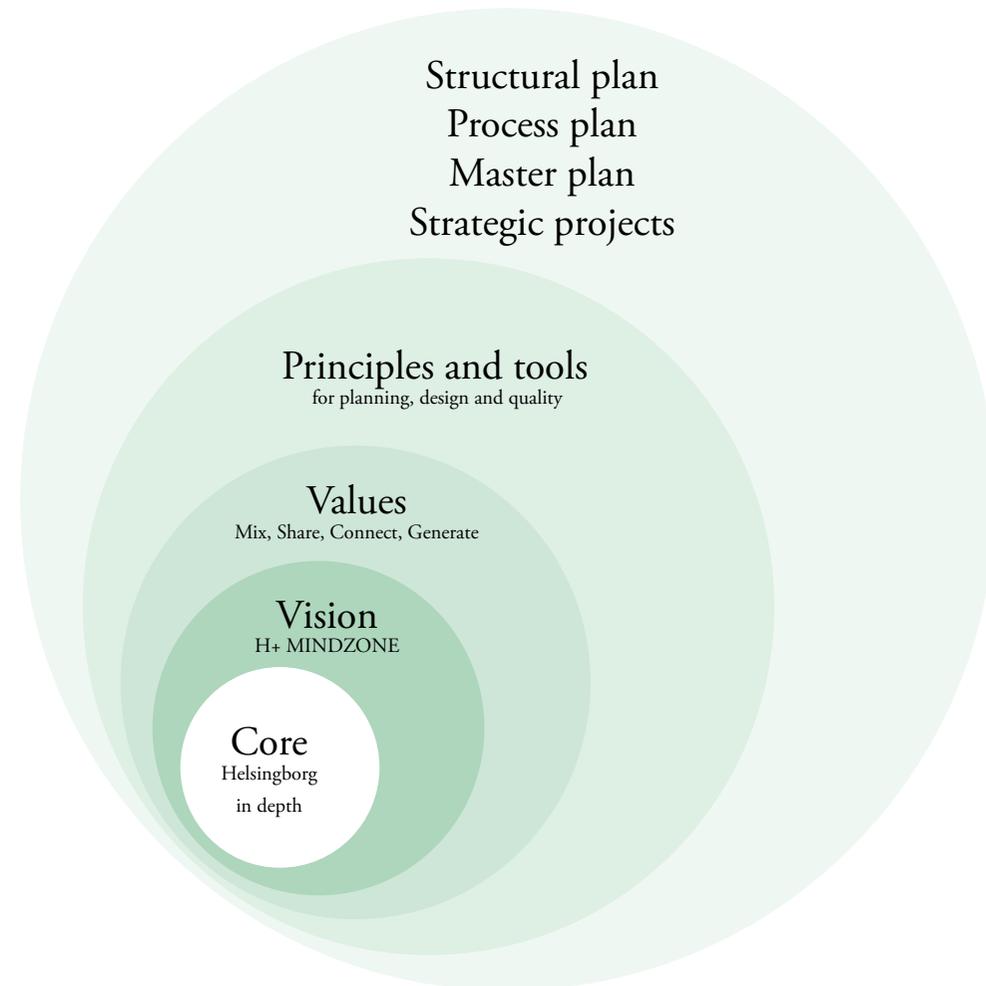
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What do we know about the future in 2035? What do we know about tomorrow?

There is a need to explore new methods and processes for the renewal of our cities. There are many examples from the last century where great plans have been made but where the reality has not even been close to the urban qualities that was their intention. The master plan oriented way of planning has to be challenged and combined with other processes that will make our milieus alive from the start .

This puts the task of a structural plan for H+ in a different perspective. The area is significant both historically and by virtue of its large scale. The challenge for Helsingborg is to not get lost in big plans. We have to live by the day and contribute in every moment to the renewal of Helsingborg through the creation of H+.

We believe that a vision and value based work method, both in the terms of designing our spaces and places and in terms of how develop the content and activities, is the way forward. Our model for vision and value based urban renewal puts Helsingborg with its culture and assets in the very centre. We have to build on the culture and structures that are here at the same time we want to transform and renew Helsingborg to become an updated version of itself. We propose "H+ MINDZONE – quality of place through quality of living " as the new vision that can bring new interventions to the area and to be the tool for renewal. The values of our vision are mix, share, connect and generate. The values are grounded in the task at hand – a combination of solving today's social and spatial challenges of Helsingborg and the societal challenges we are facing.



Our model for vision and valuebased urban capital development



Entertainment



Entrepreneurship



Meetingplace

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Life quality



Shared space



Recreation

Tolerance



Curiosity



Mind retreat



Activity



Culture



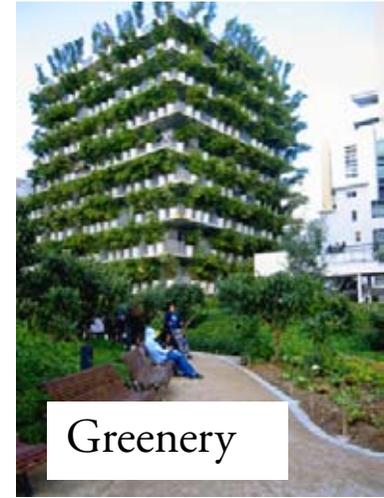
Creativity



Park



Diversity



Greenery

Concept plan

H+ MINDZONE

QUALITY OF PLACE THROUGH QUALITY OF LIVING.

Attractive urban settings are characterized by their diversity in people, buildings, flows and activities. H+ MINDZONE is a versatile, poly-contextual and therefore also a new genuine urban area in Helsingborg. H+ MINDZONE will be home to a mix of activities, a mix of functions and a mix of uses and users. The area consists of different types of businesses, learning institutions, housing, public spaces and cultural and recreational attractions. H+ MINDZONE is also an area where the city meets nature and where living meets working in new ways for Helsingborg.

H+ MINDZONE will break down existing barriers and create new passages, new structures of mobility and new patterns of movement. H+ MINDZONE will therefore lead to an overall reshuffling of local residents' routes of where to go and how to go. H+ MINDZONE will also bring new people to Helsingborg who will live, work or visit the area and H+ MINDZONE will therefore also alter the mobility patterns of the region as such.

In H+ MINDZONE people share culture, world views, knowledge, competences or maybe just looks and bodily presence. The most productive forms of sharing in the city takes place in settings characterized by diversity and mobility. The public spaces of H+ MINDZONE are for everyone or rather, there are public spaces for all kinds of people engaged in different kinds of activities whether it is walking the dog, swimming in Öresund, playing ballgames, reading, drinking a coffee, laying in the sun, going to a concert or just watching people and life pass by.

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1.

ANALYSIS

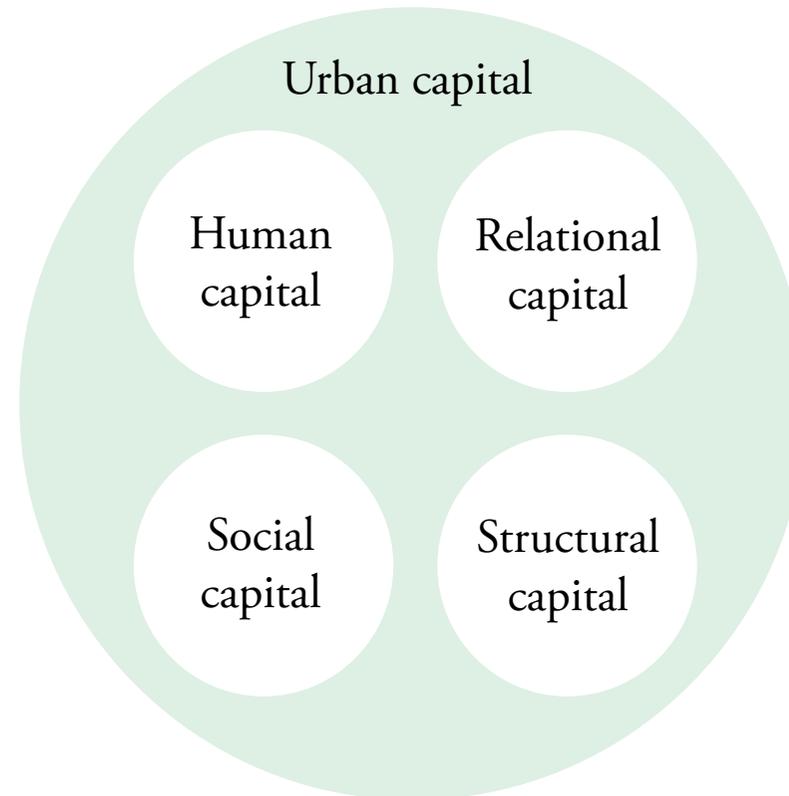
Cultivate the Urban Capital

H+ MINDZONE

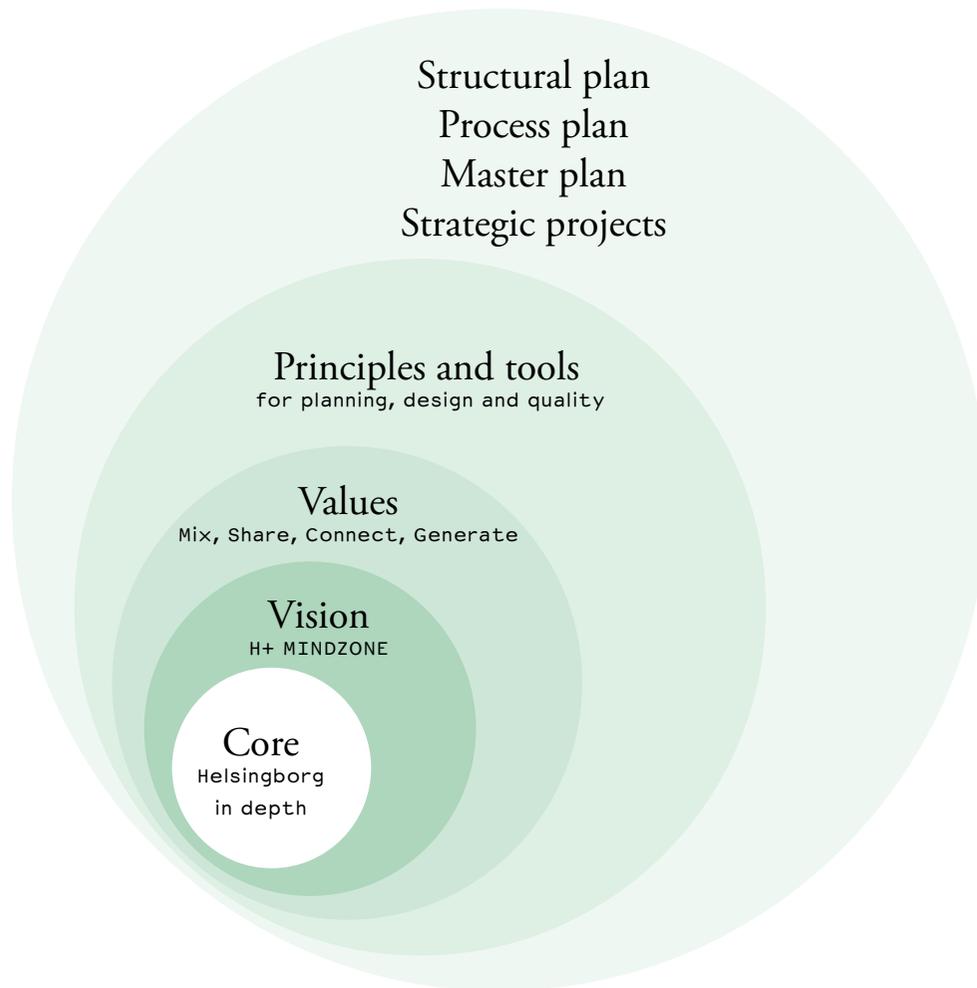
Quality of place through quality of living

The purpose of H+ MINDZONE is to support and cultivate the Urban Capital of Helsingborg. The H+ influence area is larger than the physical area and renewing H+ implies the renewal of Helsingborg.

The Urban Capital is built up by 4 different types of capital: Human capital, Relational capital, Social capital and Structural capital. Working with Urban capital is a holistic approach to urban renewal: How do the H+ area depend on its surroundings and vice versa? Who are living in the area and near by? What are the values and level of trust in the area and the city? What are the conditions of the physical structures? How is the area spatially connected?



Our model for vision and value based urban capital development



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CORE

In the very centre of the model we put the core values of the project to help us to understand and build on the existing culture of the area and its surroundings. What ambitions and visions are present or expressed that we can relate to? The core values are a holistic approach where we bring in the expressed vision and values for the area itself but also its context i.e The city of Helsingborg and the Öresund region. In what way can H+ contribute to Helsingborg and the region and vice versa.

VISION

Our vision for H+ is added on to the Core values and helping us to formulate a specific vision for the project. The perspective of our vision is to renew and innovate which means that we should be able to build on existing structures and cultures at the same time as we can make new interventions.

VALUES

The vision is built up by four values that represent the core priorities of our vision and drive the intent and direction for planning.

TOOLS AND PRINCIPLES FOR PLANNING, DESIGN AND QUALITY

The values are transformed into tools and principles to help us plan and design with the vision and values in mind. The tools and principles secure that we are heading in the right direction with the task at hand.

STRUCTURAL PLAN, MASTER PLAN, PROCESS PLAN AND STRATEGIC PROJECTS

The last step in our model is the actual planning documents and the projects that we fill the H+ area with. In what way do the plans and projects that we put forward relate to the vision and how do they fulfil the values we have. What are the existing processes, projects and activities in Helsingborg that we can incorporate in our project.

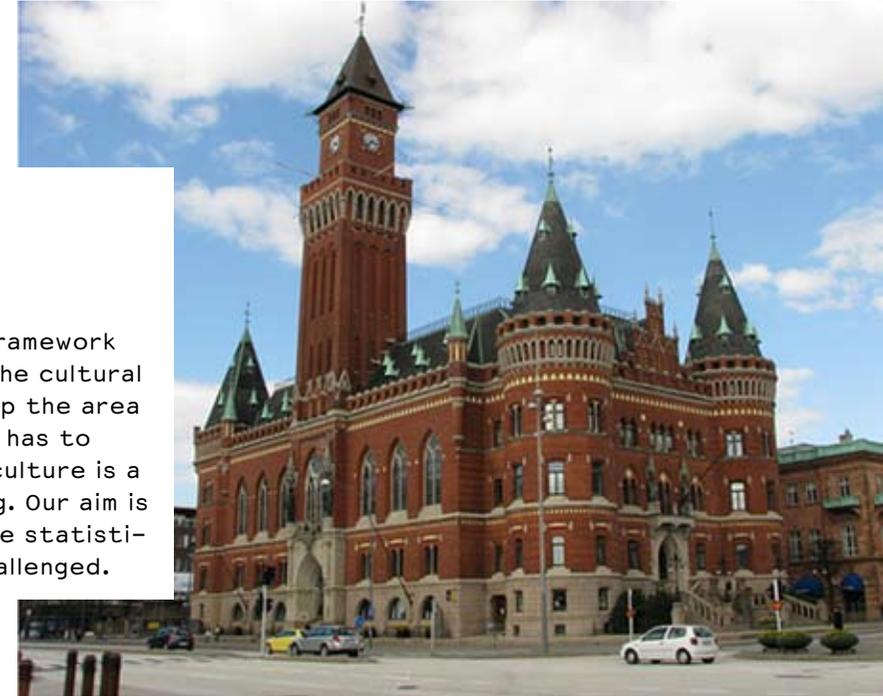
The model works in both ways – both in generating new thinking, projects and activities and to qualify the opportunities and proposals that are presented to us.



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The culture of Helsingborg

To be able to construct a sustainable vision and spatial framework for the development of H+ it is essential to understand the cultural resources of Helsingborg. How can they be used to develop the area and create identity? What are the areas that Helsingborg has to improve to take the next step and renew? Our notion of culture is a broad understanding of the human activities in Helsingborg. Our aim is to combine the outspoken qualities of Helsingborg with the statistical facts to uncover the tasks at hand that has to be challenged.

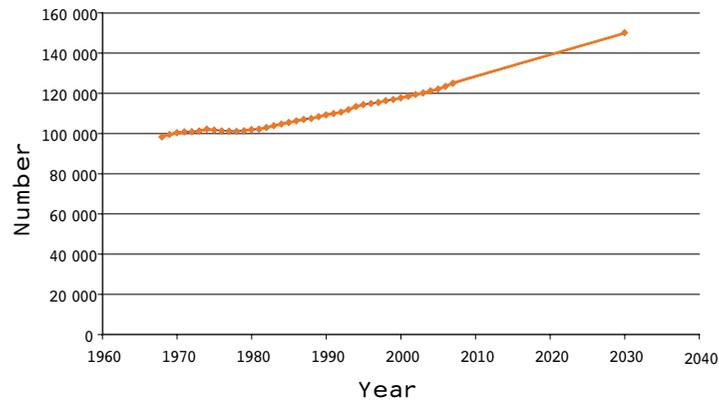


Development with the horizon 2030

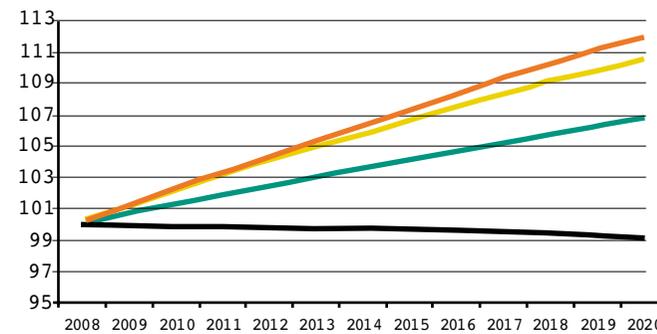
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Population

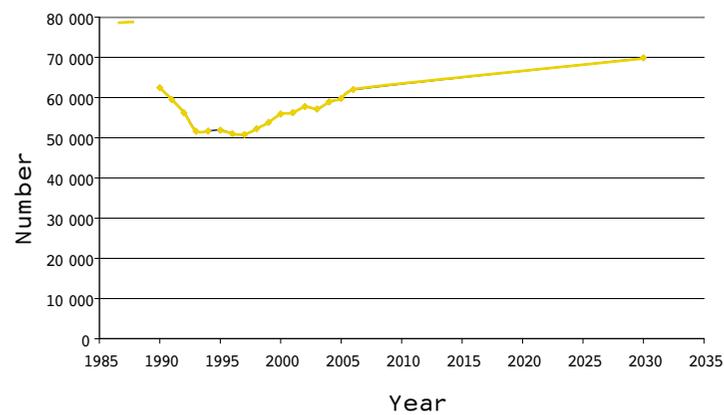


Estimated demand of labour -range in Skåne and sjælland 2009-2020

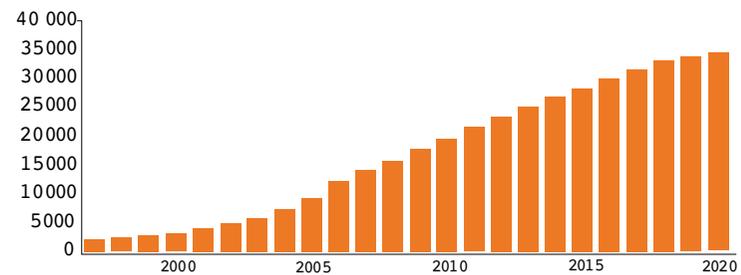


Source: Region Skåne & Öresundskomiteen.

Number of people employed



Estimated numbers of commuters from Skåne to Sjælland 2007-2020



Source: Örestat. Calculations from Öresundskomiteen. Projection based on the Öresunds bridge's trafic- and com-

2.

STRATEGY

Focusing the culture of Helsingborg

The focus areas for cultural development in the city described below can be seen as high-lighting certain aspects in the “soul” of Helsingborg. By acting on these aspects new things can happen.

PROMOTE ENTREPRENEURSHIP

It is evident that Helsingborg has a culture of entrepreneurship. It is expressed by many people and can be seen in the statistics even though there is some decline. Supporting the culture of entrepreneurship is essential for the renewal of Helsingborg – both in attracting new people and companies but also in renewing those who are already at place.

There are four major innovation areas that Helsingborg should focus on: Logistics, Company services, Health and Culture

DE-INSTITUTIONALISATION

We believe that in order to build the H+ area as vivid urban area and contributing to Helsingborg we must provide public spaces and environments that can complement the institutions of Helsingborg and support initiatives outside of them.

RENEWAL IN EDUCATION AND INNOVATION

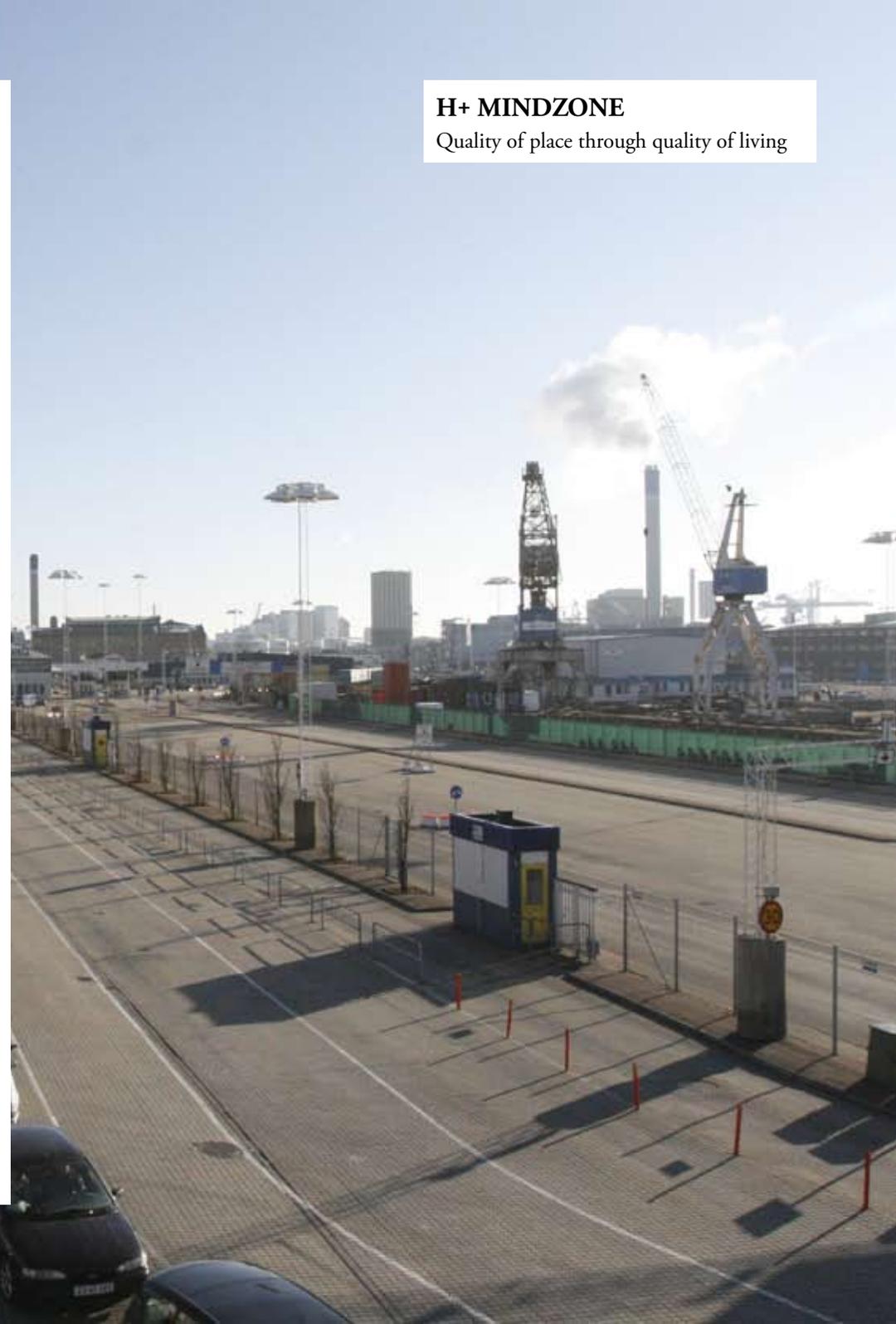
The competition between cities to attract people and businesses makes it important for the city to grow a distinctive character. In the transformation from industrial economy to a knowledge based economy it is important to support the development of human capital as the “software” we should live on in the future. It is also important to avoid sectorial thinking in terms of business and education and rather promote the integration of the two. Helsingborg will not have the high-tech research institutions as other university cities in the Öresund region. The city has to find its own version of an innovation system.

EMBRACE ALTERNATIVE EXPRESSIONS

What is mainstream in Helsingborg in the coming future to attract new people to the city? And in what way can we support the fact that Helsingborg has many subgroups that is not present in the cityscape? The H+ area has a diverse history and the layers of time will let different expressions than the mainstream take place.

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H+ 2010

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Telescope into the future

Telescope into the future

BabySHIP

BabySHIP

SHIP

Telescope into the future

Dunkers South

BabySHIP

Telescope into the future

BabySHIP

Telescope into the future

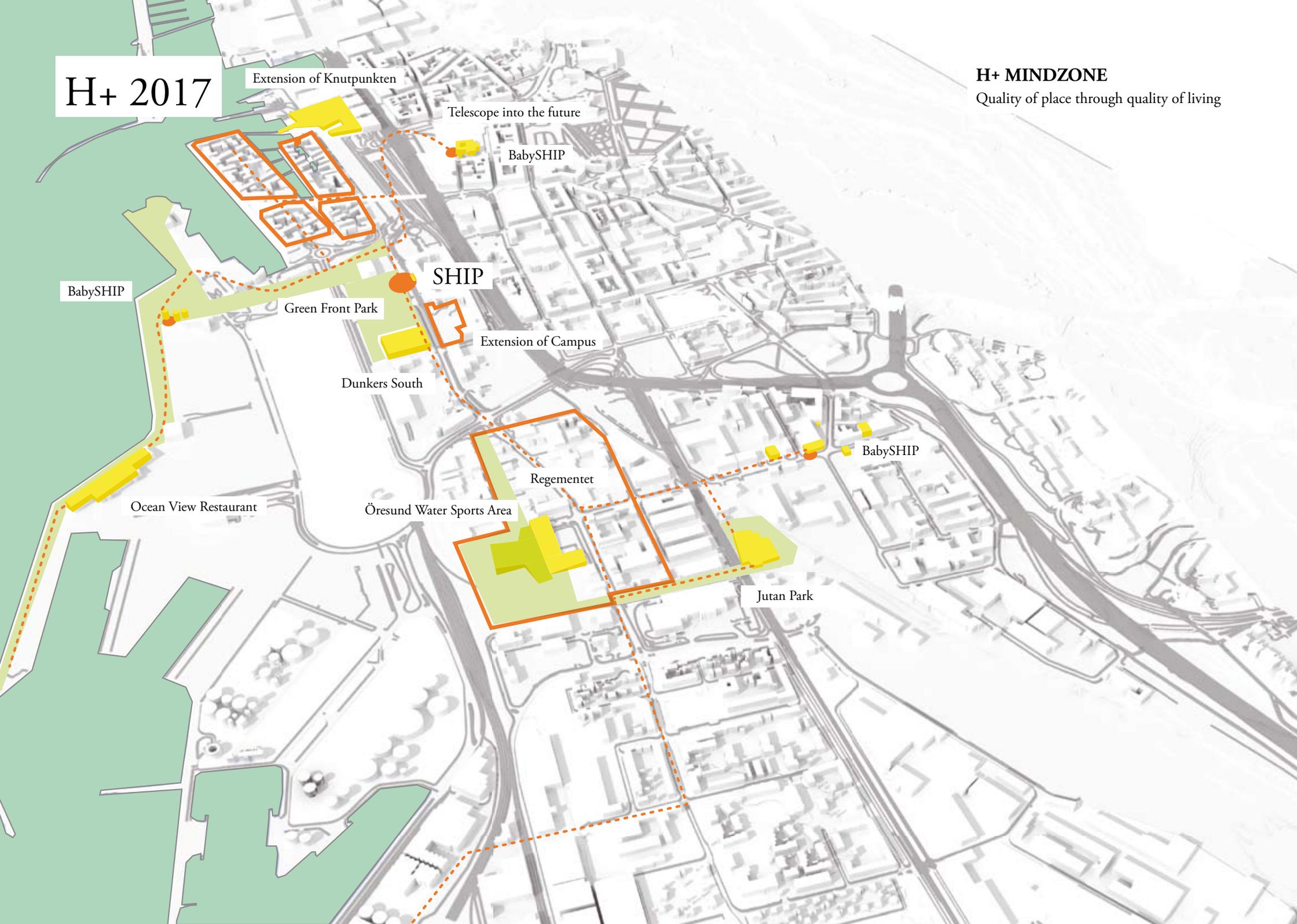
Ocean View Restaurant

Jutan Park

H+ 2017

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Extension of Knutpunkten

Telescope into the future

BabySHIP

SHIP

BabySHIP

Green Front Park

Extension of Campus

Dunkers South

Regementet

Öresund Water Sports Area

Ocean View Restaurant

BabySHIP

Jutan Park

H+ 2025

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Extension of Knutpunkten

Mindzone Exhibition Hall and Helsingborg South

Marine Biology Research Centre

Campus Gateway

SHIP

Aquarium

Green Front Park

Life Cycle Park

Campus Gateway

Högaborg Green Connection

Ocean View Restaurant

Regementet

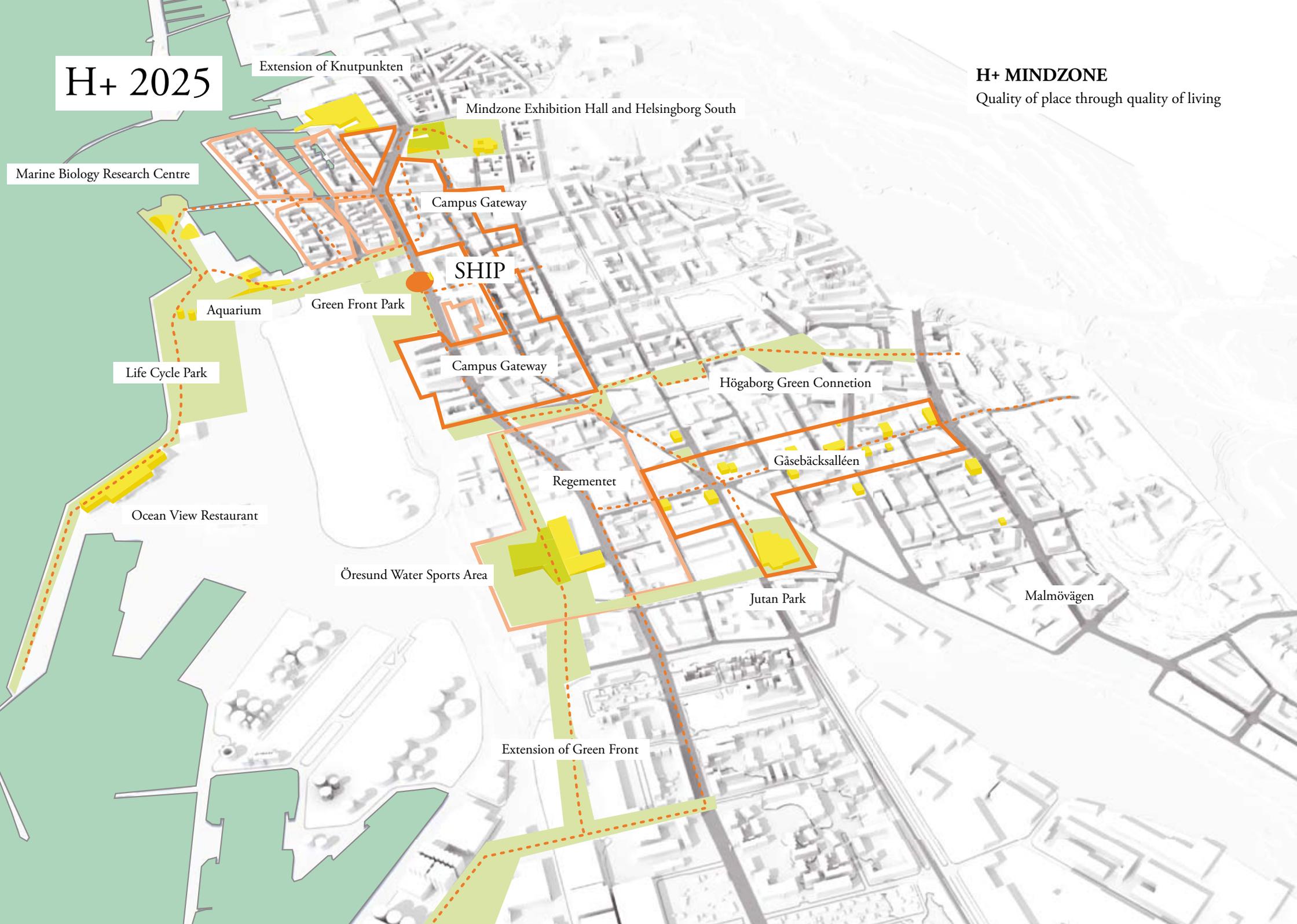
Gåsebäcksalléen

Öresund Water Sports Area

Jutan Park

Malmövägen

Extension of Green Front



H+ 2035

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Marine Biology Research Centre

Extension of Knutpunkten

Mindzone Exhibition Hall and Helsingborg South

Campus Gateway

SHIP

Aquarium

Green Front Park

Life Cycle Park

Campus Gateway

Söder

Högaborg Green Connetion

Ocean View Restaurant

Regementet

Gåsebäcksalléen

Gåsebäck

New Närlunda

Öresund Water Sports Area

Planteringen North

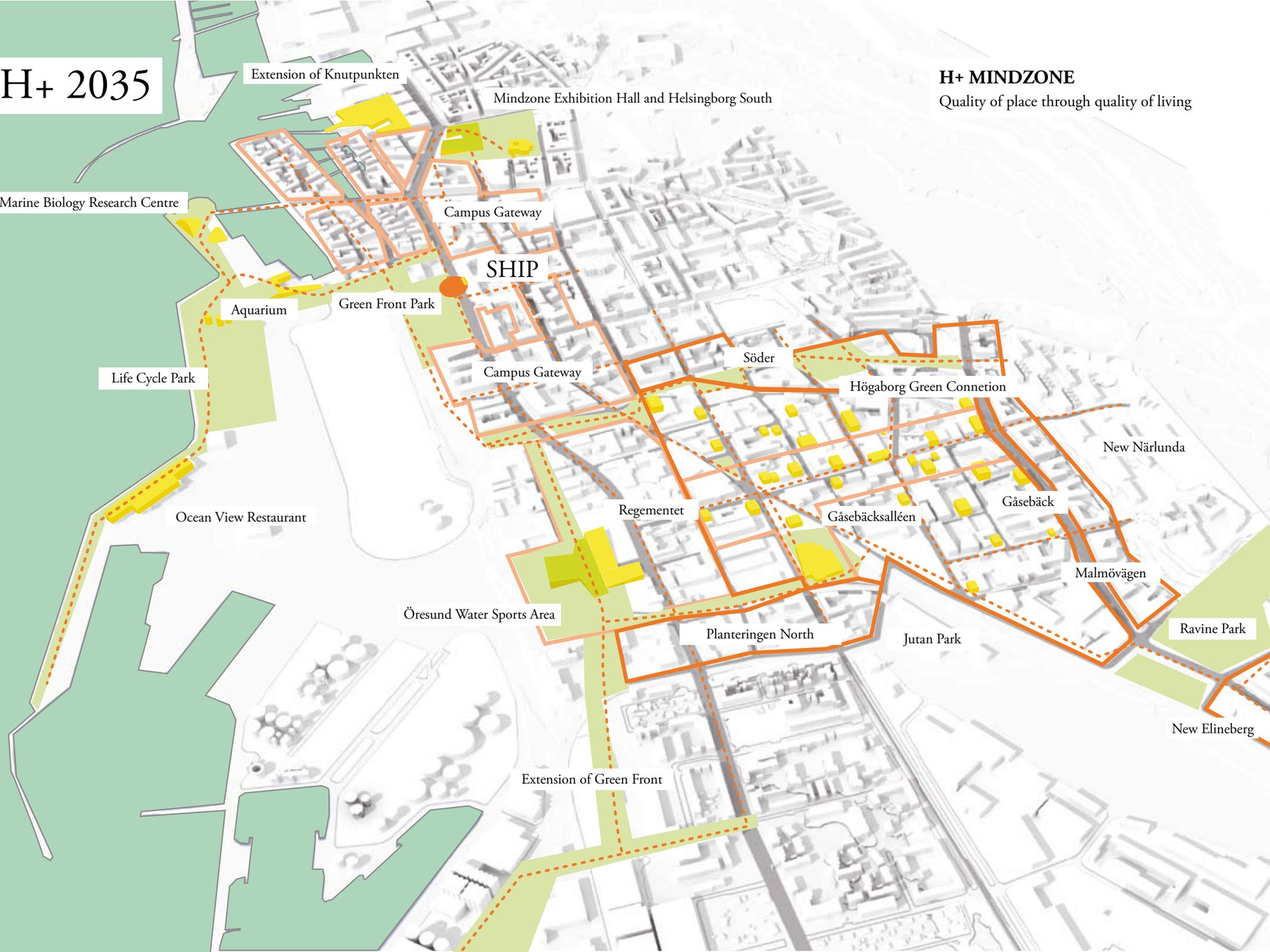
Jutan Park

Malmövägen

Ravine Park

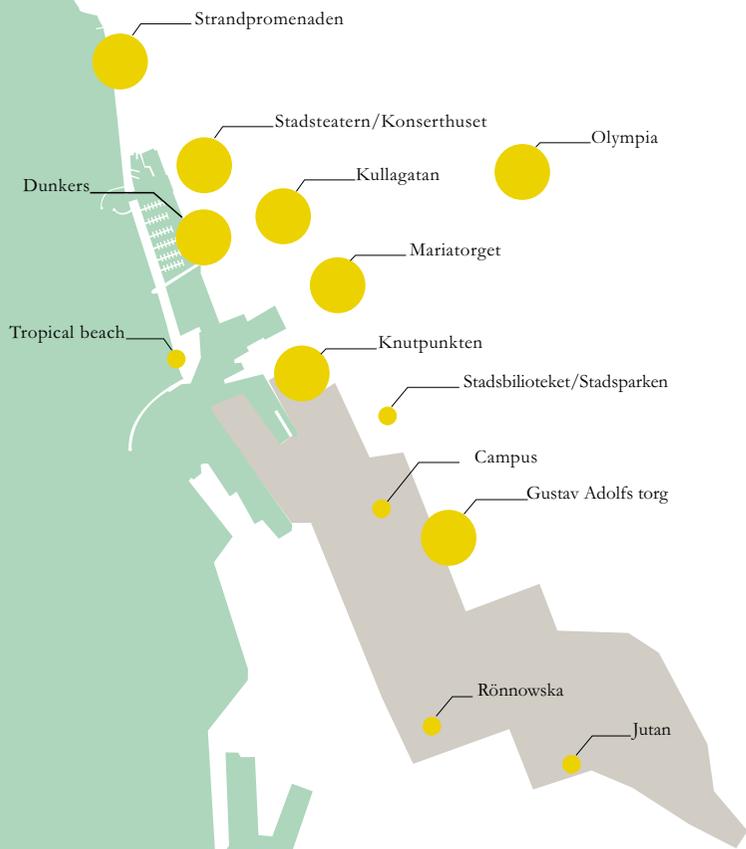
New Elineberg

Extension of Green Front



3.

STRUCTURE PLAN

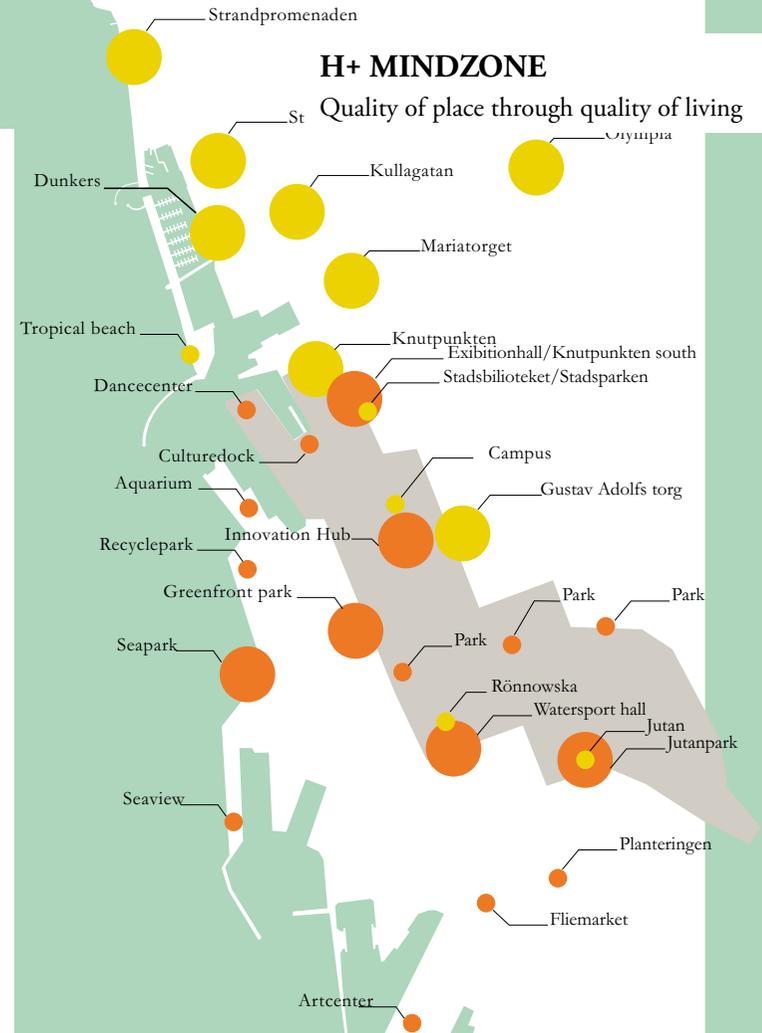


Generate

The values Generate, Mix, Connect and Share are used as tools for the design of the structural plan to support the H+ MINDZONE vision.

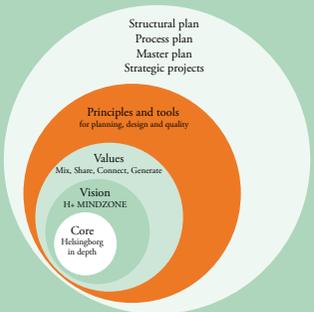
GENERATE

Helsingborg is a divided city both in social and spatial terms. It is evident that many of the existing generators and parks is placed in the north of Helsingborg. This creates spatial and social barriers in the city where the people living in the north seldom visit Söder or vice versa. The tool of Generate is supposed to help us to create places and spaces that attract people from different parts of the city. The proposed places in the H+ area generate new ways of coming and being together in Helsingborg. H+ MINDZONE will expand the cultural and recreational landscape and contribute to more united city.



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Before

After

H+ MINDZONE

Quality of place through quality of living

Connect

The H+ area is characterized by infrastructural connections rather than spatial connections. When we develop the area it is important to transform the existing infrastructure into an urban network that joins the districts of the city together. We break down existing barriers and create new passages, new structures of mobility and new patterns of movement. H+ MINDZONE will therefore lead to an overall reshuffling of local residents' routes of where to go and how to go. H+ MINDZONE will also bring new people to Helsingborg who will live, work or visit the area and alter the mobility patterns of the region as such.

Before

After

Structural plan
Process plan
Master plan
Strategic projects

Principles and tools
for planning, design and quality

Values
Mix, Share, Connect, Generate

Vision

H+ MINDZONE

Core

Helsingborg

in depth

H+ MINDZONE

Quality of place through quality of living

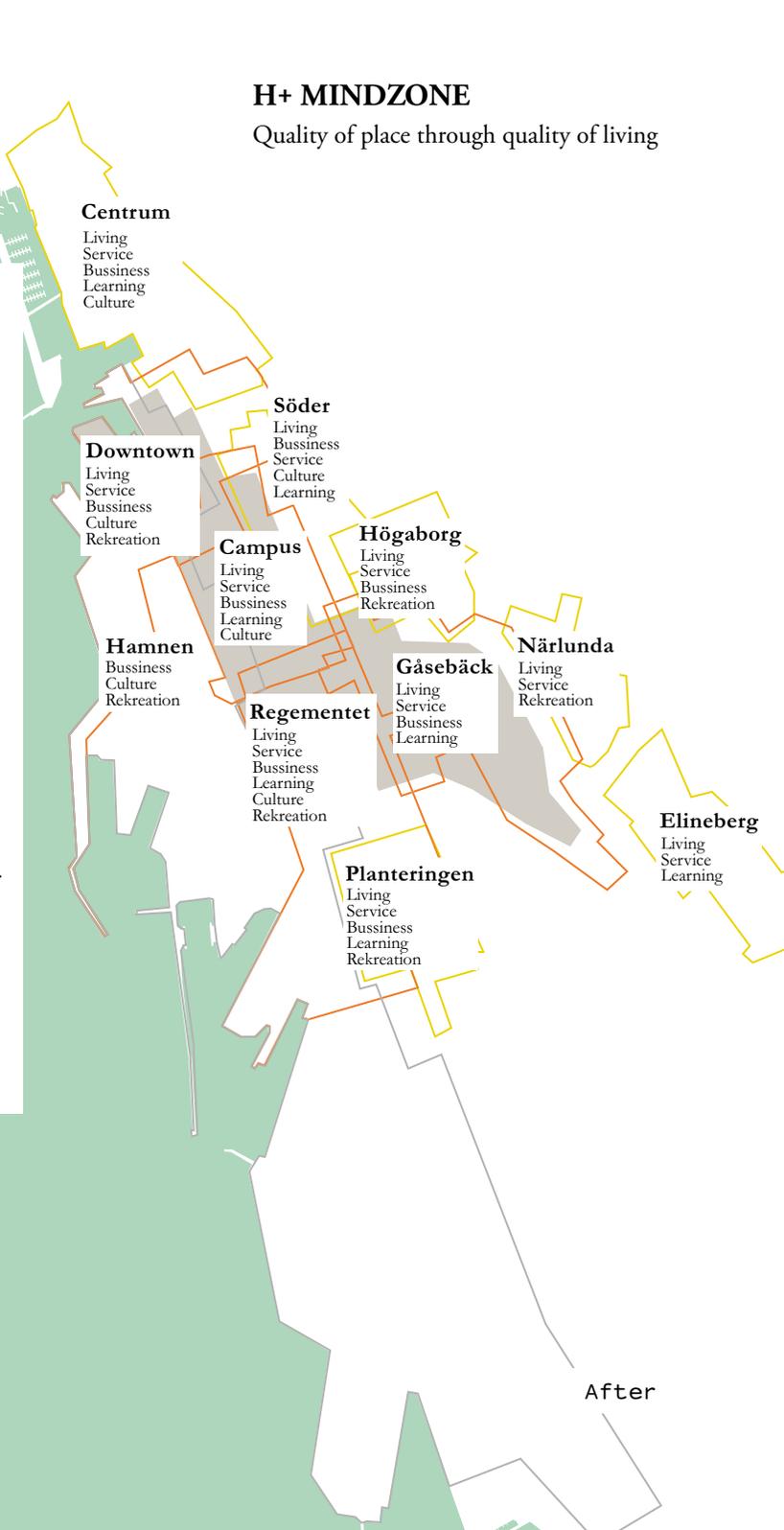
Mix

The H+ area and the districts west, south and east of it is a result of a zoned planning. They are in many aspects mono functional areas that need to be transformed in order to renew the city and create diversity in people, buildings, flows and activities. Introducing new activities in the H+ area will lead to a transformation of the surrounding districts.

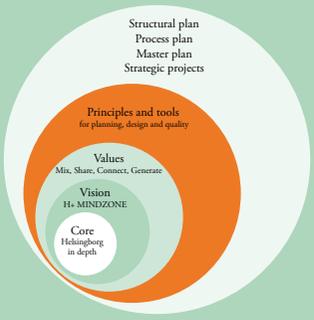
H+ MINDZONE will be a place where the city meets nature and where living meets working in new ways for Helsingborg. This mix of functions, activities and uses leads to a mix of people, cultures, atmospheres and ways of living creating new urban experiences in Helsingborg altogether.



Before



After



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Quality of place through quality of living

Share

In an urban setting dominated by a culture of sharing, the stranger is not so much an unwelcoming guest in a well defined, limited and therefore potentially excluding community but one among many strangers in a lively, diverse and challenging urban landscape. Sharing is the foundation of a certain urban tolerance or an ethics of being together that will function as the social glue in H+ MINDZONE leading to an increased social and human capital not only within the area but in the whole of Helsingborg.

The southern areas of Helsingborg have potential but they are circumscribed of various barriers that cut them off from the city fabric. To be able to renew surrounding districts we have to increase the flow through them to speed up the change. In the structural plan of the H+ MINDZONE we have specially focused on linking the edges of the area to surrounding districts to support them and incorporate the flows and activities into the H+ area.

Before

After

Structural plan
Process plan
Master plan
Strategic projects

Principles and tools
for planning, design and quality

Values
Mix, Share, Connect, Generate

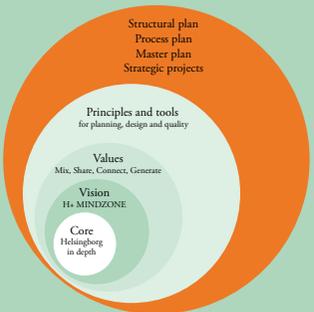
Vision
H+ MINDZONE

Core
Helsingborg
in depth

Structure Plan

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Mobility

In H+ MINDZONE there is low speed and walking, biking and public transport have first priority. A lower speed will bring activity to the streets of H+ and support the contact between people.

Our mobility concept is:

Redirect the traffic that passes through the inner city. Today the streetscape of Helsingborg is high-jacked by the motorways coming from the north and the south. They end by Järnvägsgatan and bring too much heavy and intense traffic into the city centre.

Slow down the speed of car traffic and give priority to walking, biking and public transport. This will bring activities to the streetscape and make the streets a place to be.

Spread out car traffic. There are a number of streets today that have too much car traffic as there are no easy alternative. By creating a new urban web we can build new and more streets that can connect to the city.

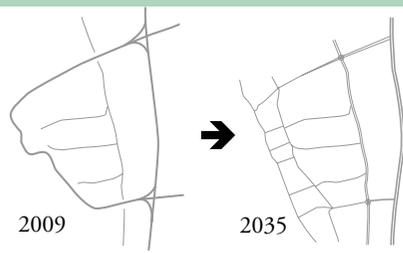
Slow down speed where the city begins. Malmöleden is transformed from a highway to a city street that begins by Ramlösa station. Malmöleden connects to Magnus Stenbocksgatan and have crossings in both east and west direction.

Create a robust network of streets that makes the sustainable alternative of transport the most attractive.

Establish access spots where it is easy to change between different types of transport. Train stops, tram stops and bus stops connects to each other. Ramlösa station is turned into a mobility centre with park and ride which makes it easy to change to tram going into town.

KNUTPUNKTEN

Knutpunkten is a mobility hub where trains, busses, bikes, pedestrians and cars meet.



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RAMLÖSA MOBILITY CENTER

The tram, busses and the trains stops here and it is easy to park and ride.



Urban Greenery

DENSE CITY GREEN CITY

For a dense city to be attractive it's essential to have an evident green counterpart, e.g. an accessible series of public rooms creating a green spine. To assure that these green rooms are attractive it's important to get residential and commercial buildings to flank and open up towards them. Streets line the public rooms to acquire a safe atmosphere with human presence.

MEETING POINTS

A mixture of unprogrammed greenery and public space programmed for activities results in a mixture of differentiated public spaces that will compliment each other and encourage human activities.

RECREATION

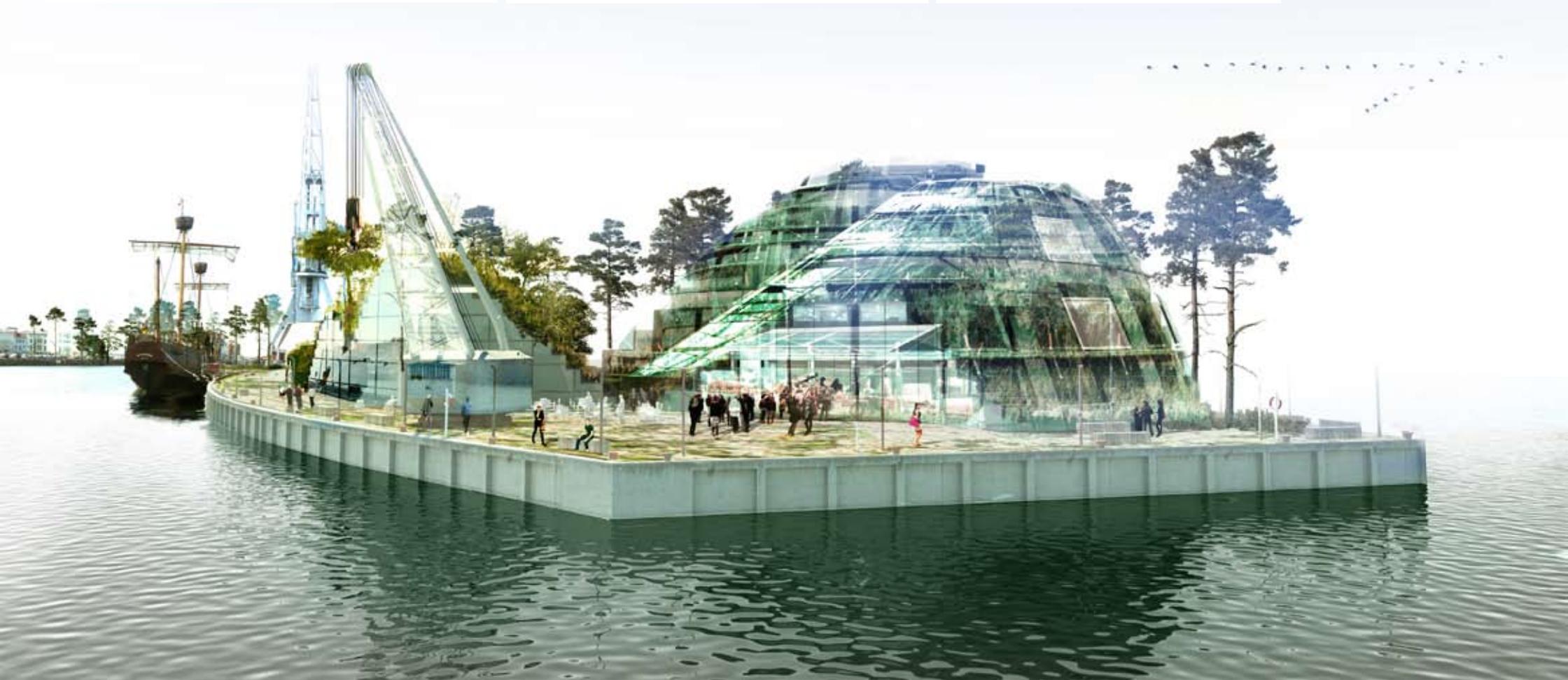
Create an environment that is inviting to use means of transportation such as your bike or your shoes. An accessible green waterfront filled with jogging tracks and dog walks play a key role in everyday life.

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FLEXIBILITY ROBUSTNESS

Urban greenery is part of the long term planning, a starting point for new urbanization and a spine of new urban structures. A catalyst for public space and human and animal life in H+.



The view of the outer pier towards Öresund with the Aquarium and Marine Biology Research Centre

The Green Front

The Green Front is a north-south link connecting the southern harbour area and the old fishing village of Råå. It is built around and links together a series of happenings and generators. The green link is a multi purpose structure that functions as a buffer zone between the industrial harbour and the new metropolitan H+ at the same time as it is a central park with blue front qualities.. The Green Front will be an important part of everyday life for the inhabitants of H+ and the generators will be destinations for Helsingborg. There will be new biofilters placed in the Green Front. A wide range of activities can take place in the green front such as jogging, relaxing, sports, promenades, rockclimbing, street-sports.

Important Generators in the Green Front are: the Peak park, the Green Front landing, the Campus park, The Hillside park, The Bridges walks and the Planteringen Biotope park.



The Harbour

The Harbour is one of the cornerstones of the identity of Helsingborg. The proximity of the city to the water at a strategic position in the Öresund has made Helsingborg a city of trade and shipping. The growth of the harbour reflects the change of amount and type of transported goods and the harbour has grown significantly in recent times. Therefore it is crucial that Helsingborg can keep and develop the harbour further.

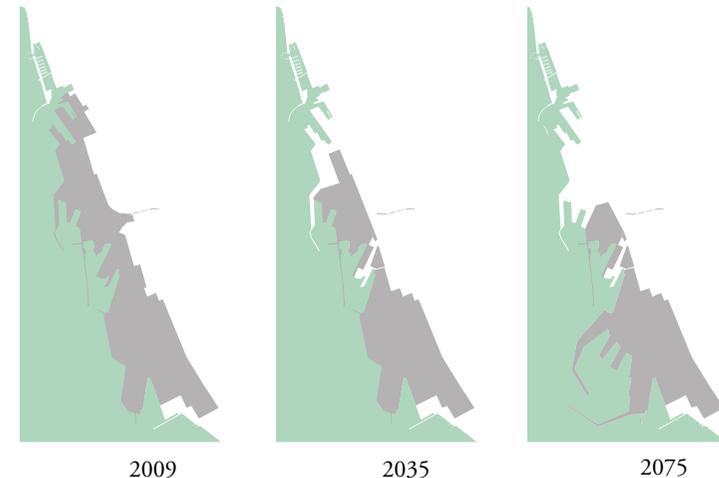
The most wished for long term scenario for the development of H+ is that the heavy ferry traffic from Knutpunkten and the piers closest to the city move further away from the city centre. It is not the ferries in themselves that is a problem but rather the areas on shore that they occupy for cars and trucks. The area close to Knutpunkten blocks the contact between Stadsparken, Campus and the Ocean pier which is one of the most attractive settings in the H+ area.

During the coming years we can develop the Ocean Pier and establish connections across the marshalling yard. But in a long term perspective the H+ would profit from moving away the ferries and the yard further down into the industry harbour. This would be possible when the HH tunnel is constructed and the ferries would carry fewer people by foot or bike.

The harbour is a strategic task in the development of the H+ area. We have to learn how to live with the containers at the same time as we want bring in the water to the city.

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4.

ZOOMING IN

Zooming in Mindzone

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Knutpunkten

Campus

Regementet

Gåsebäck



Knutpunkten

The area around Knutpunkten and Stadsparken is a high density area with housing, offices and services. The buildings have active edges along the streets for a diversity of open and accessible urban functions such as shops, restaurants, galleries, cafés etc. The building heights vary between three and seven floors and have inner courtyards.

The MINDZONE exhibition hall is an open public space situated on the fringe of Stadsparken facing Sunset Boulevard. The entrance to Helsingborg Södra and the railway is located in the building.

The Library in Stadsparken is accessible from Sunset Boulevard via the Library Stairs and the smaller streets to the west of Sunset Boulevard leads down to the waterfront.



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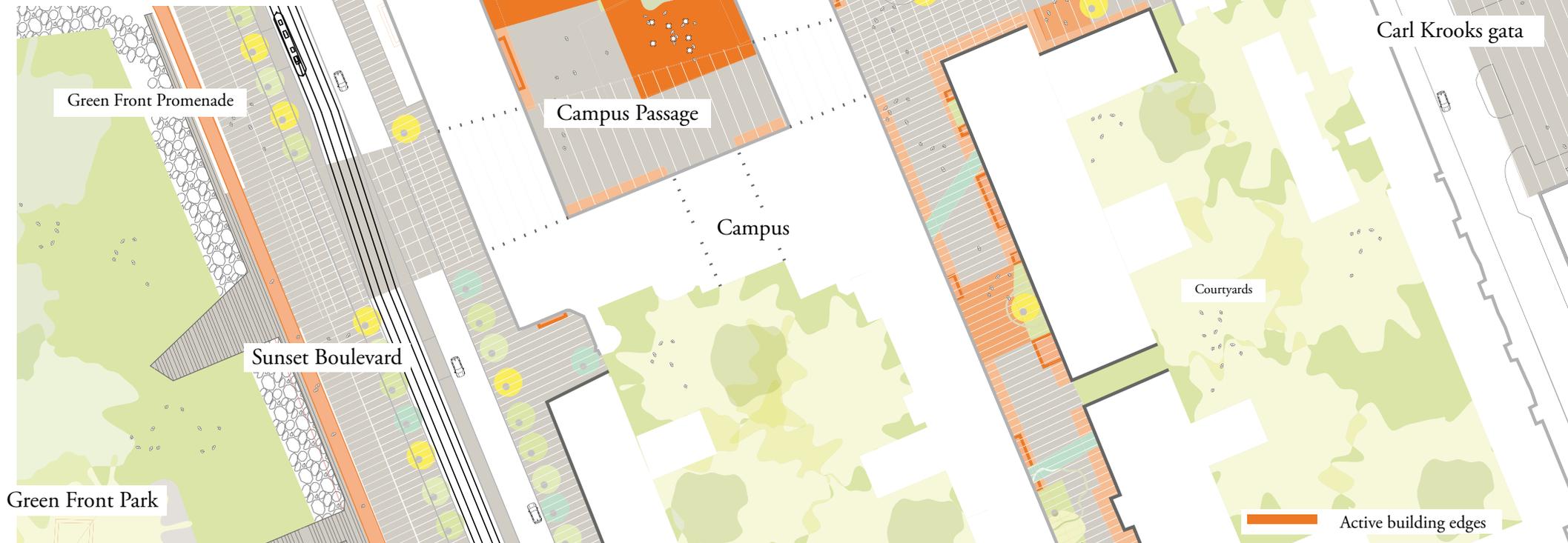


The view from the Library Stairs along the Sunset Boulevard towards Mindzone Exhibition hall and Knutpunkten

Campus

In the Campus area there are three main streets – the Sunset Boulevard, the Campus Gateway and the Campus Passage. The old Järnvägsgatan between Campus and Söder is transformed into the Campus Gateway which is a smaller street leading from the MINDZONE Exhibition Hall and the Library Stairs to the south.

The Campus area is a dense innovation area with education and businesses closely located to each other. The buildings have 4 to 6 floors with courtyards. The proximity to Gustaf Adolfs Torg and the urban life in Söder will secure that there can be an urban life all day. The Green Front park and the tram stop is easy accessible from Söder via the Campus Passage.



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Campus

Campus Gateway

Courtyards

Gustav Adolfs Torg

Carl Krooks gata

Green Front Promenade

Campus Passage

Campus

Courtyards

Sunset Boulevard

Green Front Park

Active building edges

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The view from the Campus Gateway looking south

Regementet

At Regementet the Sunset Boulevard meets Gåsebäcksaléen. The old regiment buildings are kept and there is a plaza in front of The Öresund Water Sports Arena. The Green Front is a recreational buffer zone between the area and the harbour. The Öresund Water Sports Arena is a generator in this part of Helsingborg and will attract people from near and far to the area, the tram continuous along Sunset Boulevard to Planteringen



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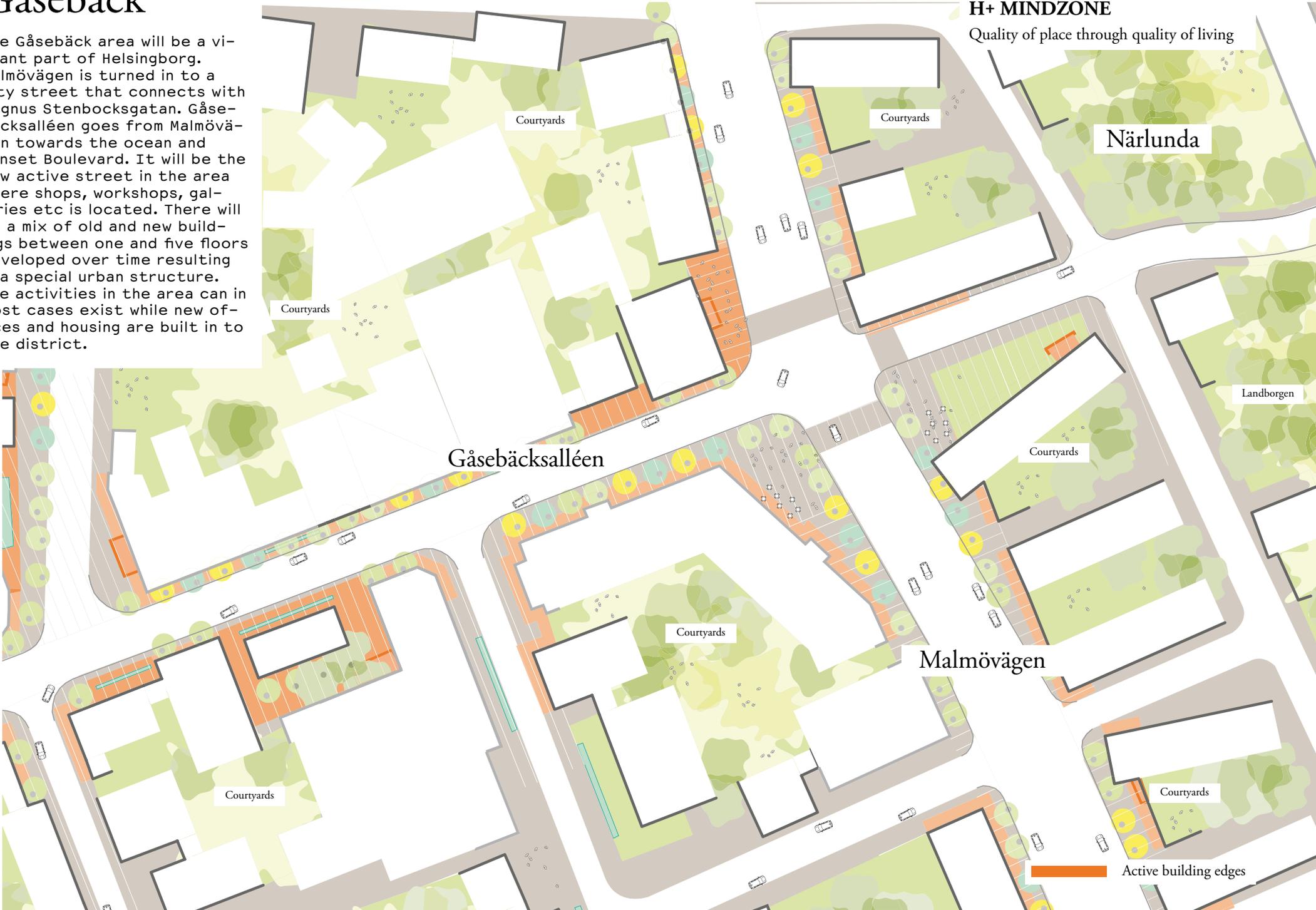
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The view over the Campus Park from the north of Regementet

Gåsebäck

The Gåsebäck area will be a vibrant part of Helsingborg. Malmövägen is turned in to a city street that connects with Magnus Stenbocksgatan. Gåsebäckshallén goes from Malmövägen towards the ocean and Sunset Boulevard. It will be the new active street in the area where shops, workshops, galleries etc is located. There will be a mix of old and new buildings between one and five floors developed over time resulting in a special urban structure. The activities in the area can in most cases exist while new offices and housing are built in to the district.



H+ MINDZONE

Quality of place through quality of living

Courtyards

Courtyards

Närlunda

Courtyards

Landborgen

Gåsebäckshallén

Courtyards

Courtyards

Malmövägen

Courtyards

Courtyards

Active building edges

H+ MINDZONE

Quality of place through quality of living



A view from Gäseback

5.

A DAY IN THE AREA

A Day in the Area

The train was crowded this morning as it usually is. Anders pushed his way forward to the doors and stepped out on the platform. The train continued to Denmark.

His childhood memories of Helsingborg are slightly different from his experience of the city today. With his grandmother Anders used to sit by a table at Fahlmans or walk down Kullagatan. It was such a small town. He never expected to want to return here. But, probably, one has to travel the world to find what one's looking for. Anders might even move here if they hired him at the research department.

Walking up to Helsingborg Södra and the exhibition hall by Stadsparken he picked up a coffee to go. Today is the day when Lisa and him have to wrap up the final paper for the class in marine biology. Their study of the ecosystem in Öresund is going to be presented at the world conference of ecosystems in brackish water at the campus next week. Big event in town everyone's getting prepared...

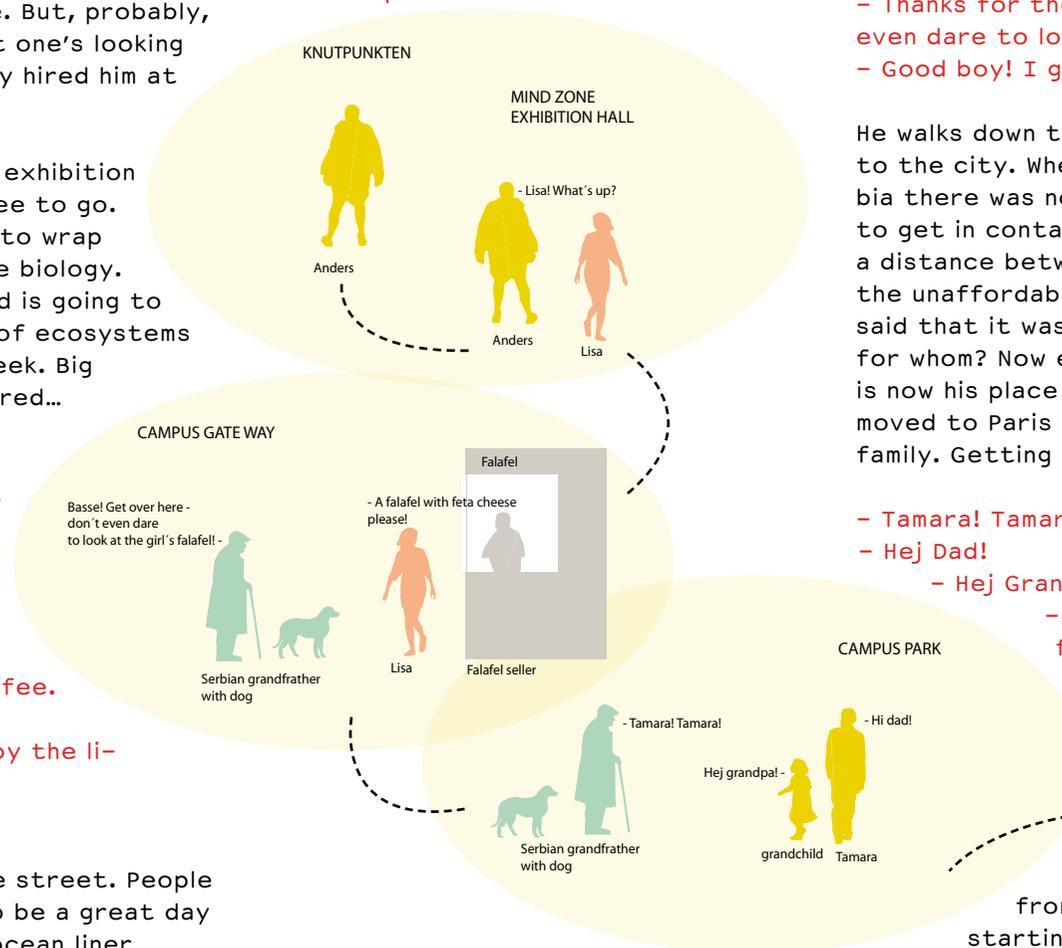
- Lisa! What's up?
- Ok...feeling a bit sour after last night. I don't know why I always end up at the dark side of town at 3 am. You have to come along sometime. Gåsebäck beats everything by far.
- Are you alright...?
- Fine...just a bit tired. I need some coffee. Should we grab a table outside?
- It's crowded...maybe we can sit down by the library stairs...
- Sure...some sun would be nice.

The sound of a tram going south fills the street. People move along the boulevard. It is going to be a great day by the sea. He might have lunch at the ocean liner...

Lisa makes a record of the last comments on the executive summary and picks up her bike. She heads for the institution at campus. The report has to be printed tomorrow. She makes her way through the campus street. Some kids are playing and people are heading for the

market at Gustav Adolfs Torg. There is nothing like a city waking up, it is fresh and full of opportunities. Feeling a bit weak after last night out, she decides to grab a bite.

- Hejsan!
- Hej!
- A falafel with feta cheese please!
- Strong or mild sauce?
- A mix please.



- Drink?
- Strawberry smoothie. How's business?
- Great - we have all sorts of people coming here. We're the best in town! Tonight we are catering for a get-together at the incubator.

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Quality of place through quality of living

Lisa gets her meal and sits down. A dog is watching her having her meal. The man behind her in the line orders a coffee. The man and the owner of the fast-food stand discuss today's event at the Green front. There is a kite flying festival all weekend.

- Thanks for the coffee! Basse! Get over here - don't even dare to look at the girl's falafel!
- Good boy! I guess I'll have to leash you!

He walks down through campus. Something has happened to the city. When he moved here in the 90's from Serbia there was nothing he wanted. The hardest part was to get in contact with the Swedes. There was always a distance between the immigrants and the locals with the unaffordable restaurants and shopping. And it was said that it was the best cultural city in Sweden. But for whom? Now everything has changed and Helsingborg is now his place in the world. His daughter Biljana has moved to Paris and Tamara lives in Maria Park with her family. Getting grandchildren has been the best ever!

- Tamara! Tamara!
- Hej Dad!
- Hej Grandpa!
- What a beautiful day. Perfect for kite flying!
- Did you bring the eagle - grandpa?
- Of course - I made some adjustments to it last night so I guess it will fly perfect.

They stand by the tram stop at the Boulevard looking out into the Green front. The open space is filled with people starting to send their kites into the sky. Blue, red, purple and yellow. It's like becoming a kid again! A couple of joggers pass by on the tracks from the Life Cycle Park and the outer piers. The two water purification towers can be seen on the other side of the harbour terminal full with trucks, containers and ships that come and go. Basse starts to bark at a man

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Quality of place through quality of living

on inlines going south. The network of bike tracks has made Helsingborg a fantastic place to exercise. Every year there is an inline marathon in town. It is an ever bigger event than in Berlin. The man on inlines keeps up the speed heading for the new Water sports Hall further down the green front. He is looking forward to stretch out on the lawn in front of the hall.

... 25 km this morning...A new record.... Oh I'm exhausted.... Just the last push....

He stops by his car in front of the hall and brings out a bottle of water. A small boy and his family park the car beside. The boy looks with curiosity at the man's gear.

- Wow, such cool skates!

- Hmmm.

- What kind of bearings do they have - ABEC seven or nine?

- Nine. Phuu. I'm exhausted...!

- Are you a fast skater?

- Well.....not the fastest but not the slowest either.

The boy turns to his mother and says:

- Can't we try that sometime? I want to go here with my own skates instead of doing it at home.

Maybe we can go to the rink. Please...please...

- Of course - but another day. Come on now we have to rush so you don't miss your swimming lesson!

Johans teenage sister looks bored. Going to town with mother and little brother on a Saturday is not the most popular thing to do.

- Mom - can't I check out the shops in Gåsebäck?

- If you promise to be back in an hour!

- Can't you pick me up instead?

- For sure - I'll give you a call.

Åsa walks across the Regements plaza and up the Gåsebäcks alley. It is a special atmosphere with a mix of new and old buildings. For years it has been a centre for creative people with housing, offices, galleries, boutiques and workshops. It's called SoHö - South of Högaborg.

She passes by some of the galleries. People come and go. There is a food store on a corner. She picks up a soda and walks in to Jutan. The skate rink is crowded, and so is the boule rink. It's a mix of younger kids and older people. There is a boule contest going on. She meets a woman at the door who's bag bumps into Åsa.

- I'm so sorry!

- It's alright. It didn't hurt.

- I'm in a hurry on my way to Ramlösa station to catch the train. And I didn't see you through the glass door.

... 25 km this morning... A new record... Oh I'm exhausted... Just the last push...

- Woff! Woff!

Man on inlines

ÖRESUND WATERSPORTS ARENA

Man on inlines

May I check the shops in Gåsebäck?

Johans sister Åsa

Johans mother

Johan

- Wow! Such cool skates!

GÅSEBÄCK

I'm so sorry! -

Woman in a hurry

Johans sister Åsa

Woman in a hurry

She jumps on the bus shuttle to the mobility centre by the station. The car traffic in the city centre has increased a lot since Malmövägen was transformed into a city street. One used to experience Gåsebäck as a giant infrastructural knot. Now the trees and the water in the street have transformed the area into something very special, it's become a vibrant part of town. The shuttle moves along Gåsebäcks alléen and into Malmövägen.. At the Ramlösa station she jumps off and walks to the ticket office. She buys a ticket for Landskrona. In front of her in the line there is a couple buying tickets for parking that will allow them unlimited access to the tram in the city for a day. It's Saturday and they are going to shop and eat.

- Do you have a map of Helsingborg?

- Yes of course!

- Can you recommend something to see or visit?

- You shouldn't miss the Kite festival at the Green Front park today and with this weather I recommend you to go down to the ocean pier and have lunch.

- Great! When is the next tram?

- Just walk out to the stop. It leaves every 5 minutes.

RAMLÖSA MOBILITY CENTER

Do you have a map of Helsingborg?

Lars and Monica

Woman in a hurry

They catch the next tram and take two seats by the window. The tram accelerates down the road and into Planteringen. Planteringen has undergone a big social change in the past decade. It's a mixed area and the many social projects had made the inhabitants of the district proud of their neighbourhood. There is a market every weekend and there are many activities going on. It's an up-and-coming area. The tram stops at the square in Planteringen and some kids with fishing rods hop out and head to the harbour. The tram accelerates again and enters the boulevard. The pine trees provide a special character, creating an atmosphere of a city by the water. The trip goes through Regementet and Lars and Monica hop out by the Green front park to watch the kites. It is a magnificent view! They walk along the park passing by SHIP. It has ever since the start been a creative platform for urban renewal and every week there are visitors from abroad coming to see the transformation. They walk into the area by Knutpunkten. There's a big variety of shops of different kinds and sizes. The shopping in the city centre with good accessibility has dramatically changed the conditions for the malls around the city and the shops have moved back to town.

- Monica - look at that suit. It's corduroy. Would that be nice?
- You're such an architect you know! But it's cool. Why don't you try it?
- All right.
- I'll walk over the street to check out the shoe store.

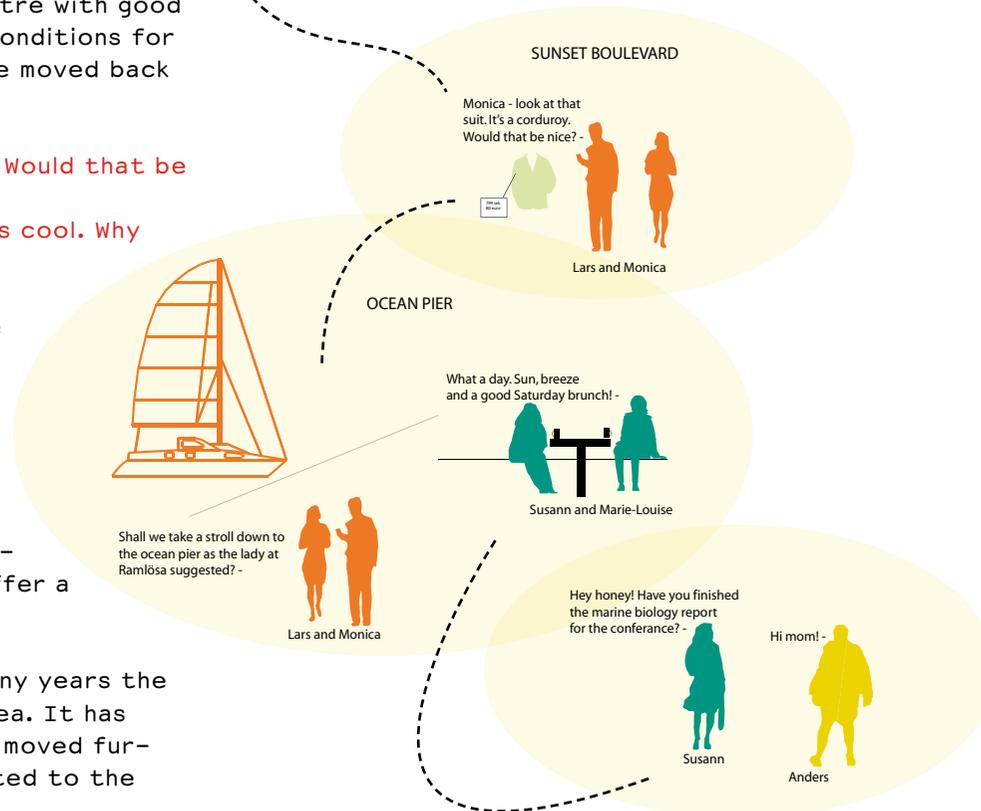
The stores have pricing in Swedish, English, German and Chinese. All the foreigners that are passing by the area - either in business or pleasure have made it hard to find multilingual personnel in the service sector. The schools and evening courses now offer a multitude of languages in their programs.

A small ferry arrives at Knutpunkten. For many years the car and lorry traffic passed through the area. It has become much calmer since the heavy traffic moved further down the harbour where it was connected to the

new Hamnleden. Even though the HH tunnel was made and inaugurated several years ago it is still popular to take a boat across the sound to Helsingör. The boats are smaller than they used to be as they don't carry cars and trucks anymore. The classic Spettafilé is served on the boat.

- Shall we take a stroll down to the ocean pier as the lady at Ramlösa suggested?
- Let's go - I'm hungry!

Lars and Monica walk down to the harbour. There are a lot of activities going on and boats are getting prepared for weekend sailing. The cafés and restaurants have their outside seating placed on the quays. They sit down by a table and order the salad from the cross cooking menu. Beside them there are two women having lunch - Susanne and Marie-Louise. They met during an



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Quality of place through quality of living

exchange program in China many years ago. They pay the bill and are about to leave.

- What a day. Sun, breeze and a good Saturday brunch!
- It was so nice of you to let me stay at your place while I was here working. It is much nicer than staying at a hotel.
- It was so nice to have you. When is your flight leaving?
- At 4. I guess I'll take the train now and stop by in Copenhagen before going to Kastrup.

The women says farewell and Susann walks down to her apartment house at the Ocean pier. She takes the elevator to the third floor and enters her flat. The panoramic view over the harbour, The Green front, The Sound, The Life Cycle Park and the City Centre are magnificent. She has never regretted moving back to Helsingborg when she graduated. The optimistic attitude of the citizens, the broad cultural events, the scenery and the flow of international people have transformed it into a creative centre without equal. The bell rings. She opens the door.

- Hey honey!
- Hey mom!
- Have you finished the marine biology report for the conference?■