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# #I.0

Helsingborg H+ Brand strategy

## — Open Stage

*When people meet, things happen*

Interact and Integrate. Meet and Multiply. Construct and Conserve.

There is no beginning and no end said Gilles Deleuze in A Thousand Plateaus. Everything is open and interaction is mandatory for power and creation. Where we want to be together, where humans ideate, where people see and listen, learn and inspire, laugh and cry - we will create and interact openly. H+ will be an open source for positive future growth. H+ will be the stage for multiple interactions among man, space and buildings.

[There is no beginning and no end said Gilles Deleuze in A Thousand Plateaus](#)

H+ is an Open Stage.

An open stage is, and has always been, a place which exhibits what a human is, what we do, what we are capable of - openly and together.

H+ the city of Open Stages

Helsingborgs scenografi on top of the natural plateau offers a tangible staging of the city. The H+ area fulfills the feeling of space when you walk the streets. Space and water together grant us with vitality and life-giving scenery and resources for growth. We define H+ as an Open Stage for creativity, interaction and meetings. An Open Stage for meetings between people and the world, between culture and business and between young and old. Open Stages from Helsingborgs plateau to the small but powerful stage where two people meet and talk. H+ is an area for staging our lives.

All stages are connected and open, but there will be 3 iconic stages giving the H+ Open Stage concept credibility; the three Open Stages that connect the area with the waterfront.



H+ WILL BE AN OPEN SOURCE FOR POSITIVE FUTURE GROWTH.  
H+ WILL BE THE NATURAL STAGE FOR MULTIPLE INTERACTIONS AMONG MAN, SPACE AND BUILDINGS.

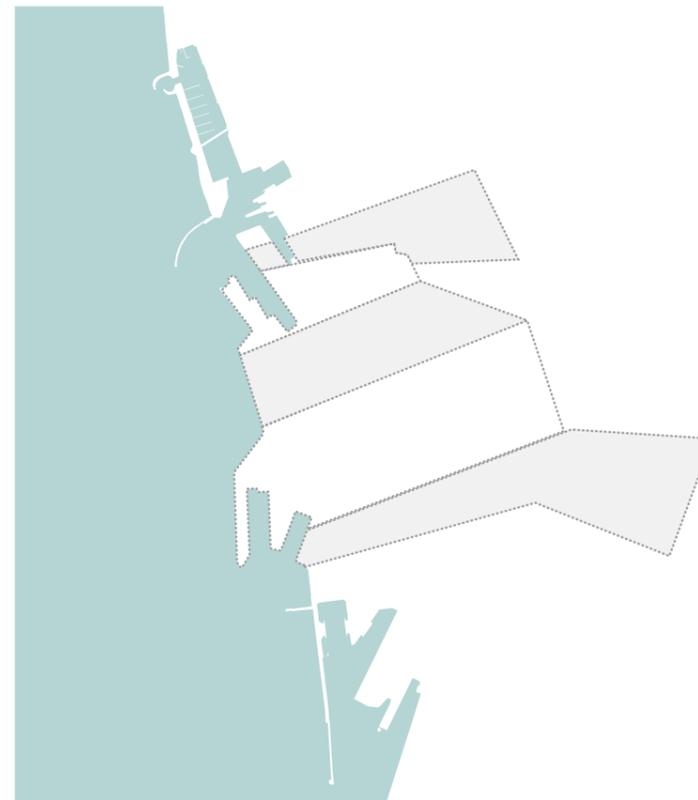
# #I.1

Open Stage: Brand strategy

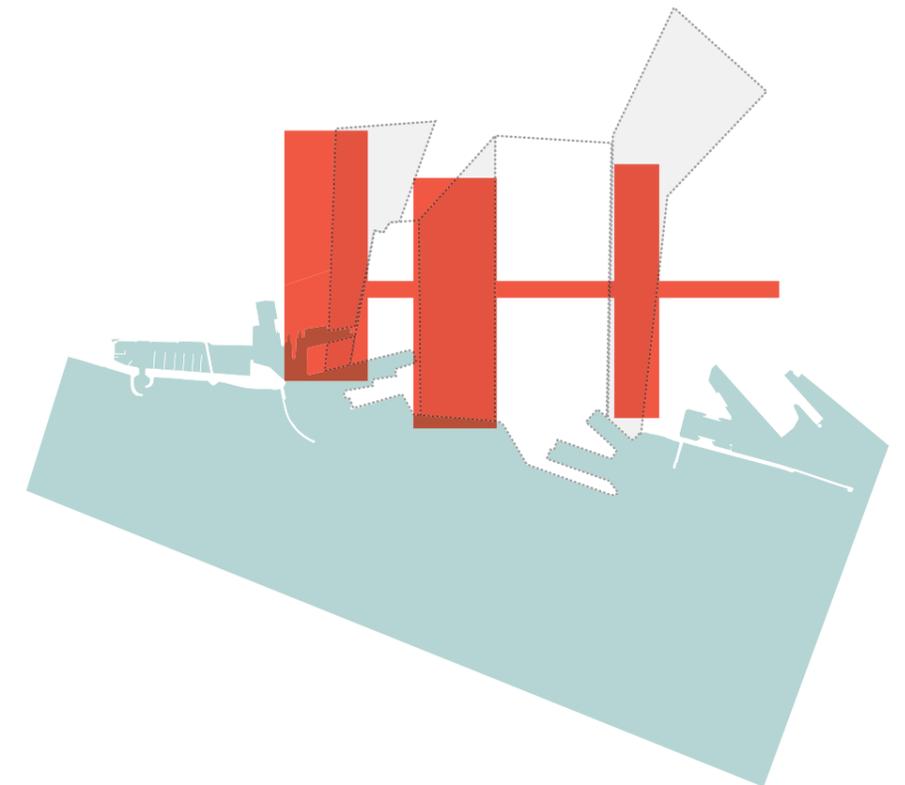
## — Identity Concept



CONCEPTBANDS +  
'OPEN SOURCE' OVERLAY



CONCEPTBANDS

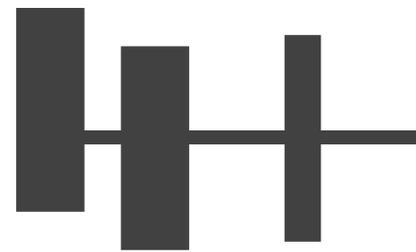


ROTATION CONCEPT BANDS  
FOR A HORIZONTAL READING

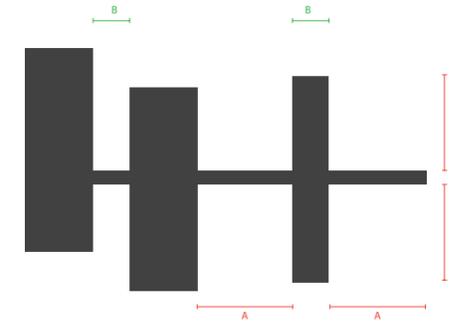
OVERLAYING THE LOGO CONCEPT

# #1.1

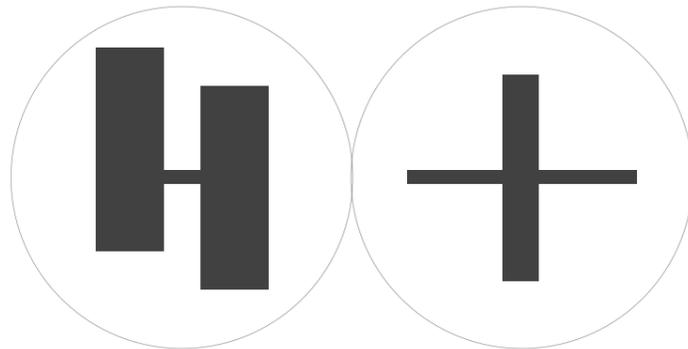
Open Stage: Brand strategy



LINKING ELEMENT  
BETWEEN BANDS (ROAD)



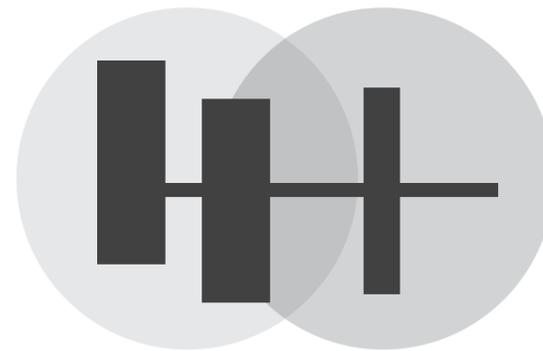
CONCEPT BANDS



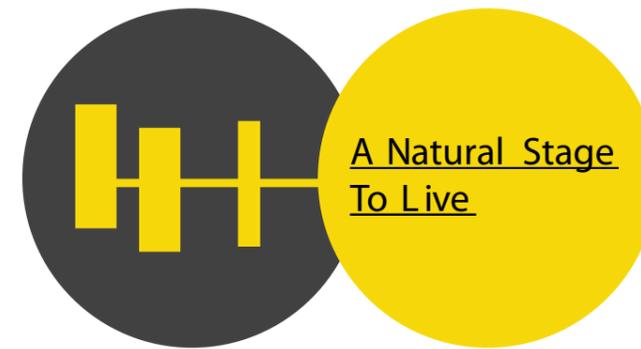
H

+

ISOLATING ELEMENTS



MERGING ELEMENTS  
WITH INTERACTION STAGES



LOGO INTEGRATED WITH THE INTERACTION STAGES AND TAGLINE PRINCIPLE

- MAIN: SWEDEN NATIONAL COLORS
- 
- 
- COMPLEMENTARY: POSITIVE AND NEGATIVE

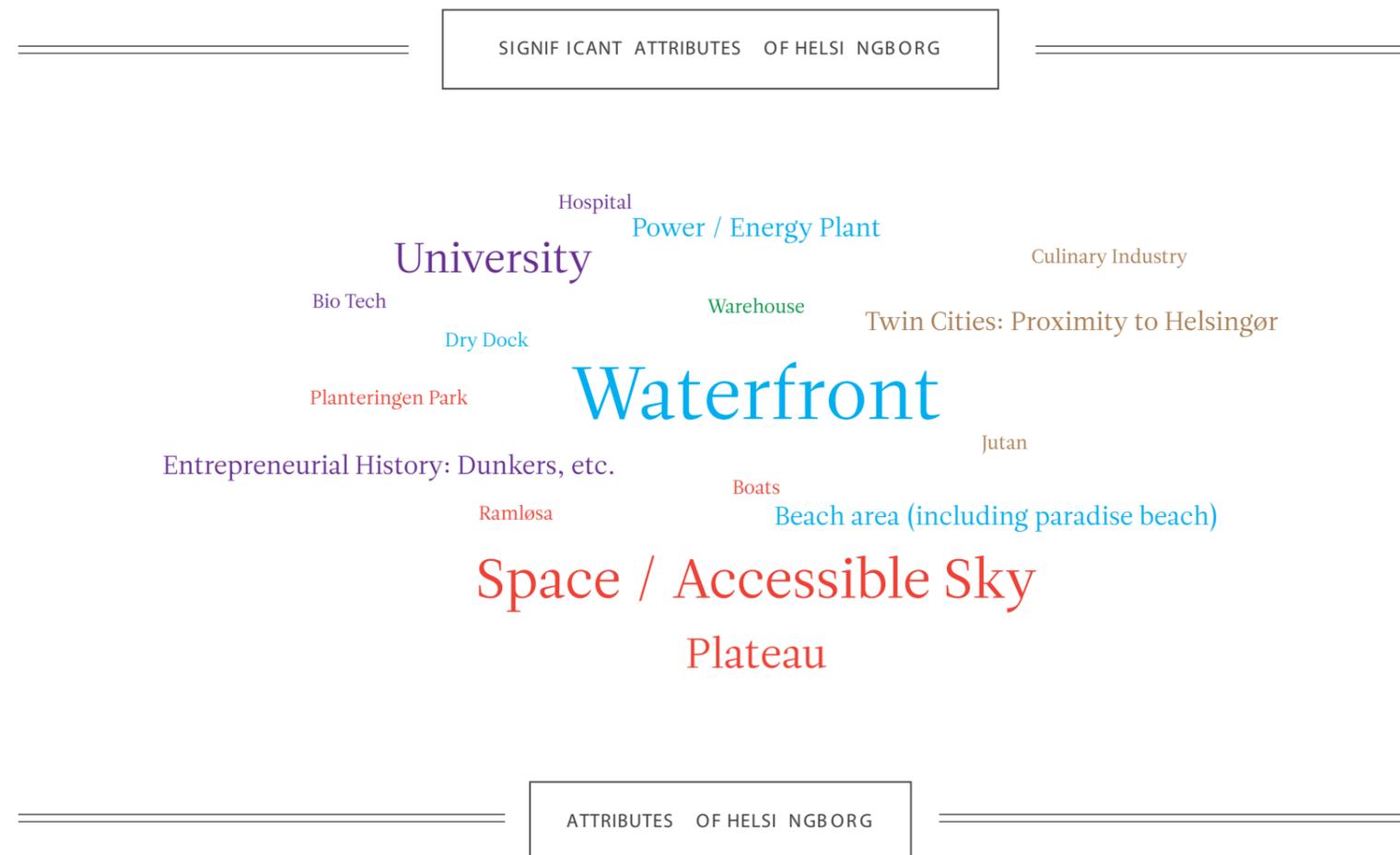
# #1.2

Open Stage: Brand strategy



LONG LIST OF ATTRIBUTES

## — Attributes



- CULTURE & PARKS
  - /
  - Concert House
  - Dunkers Culture House
  - Stadsparken
- Beach area (including paradise beach) ++
  - Ramløsa (Park & Brand)
  - Old city structure
  - Planteringen Park** +
  - Olympia Sport Park
  - Waterfront** +++
  - Jutan** +
  - Plateau** +++
  - Gustavs Adolfs plass
  - Stats Theatret
  - H55 / H99
  - H Festival** ++
- HARBOUR
  - /
  - Space / Accessible Sky** ++++
  - Infrastructure** +
  - The Dry Dock** +
  - Overscaledness / Spacey
  - Isolation
  - Warehouse** +
  - Boats** +
  - Flat Area
  - Power / Energy Plant** ++
- HOUSING
  - /
  - Diversity
  - Diversed Architecture
  - Villas close to centrum
  - Beach houses
  - Short and big boulevard
  - Segregated citizens
  - Gettos
  - Gowth
  - Twin Cities: Proximity to Helsingør** ++
  - Low standard housing projects
- BUSINESS
  - /
  - University** +++
  - Culinary Industry** +
  - Bio Tech** +
  - Pfizerm
  - Entrepreneurial History: Dunkers, etc.** +
  - Ramløsa** +
  - Hospital** +

### THE ARCHITECTURE AND TANGIBLES OF HELSINGBORG

- The Concert House
- Kårnan Castle
- Swimming Hall
- Pleasure Palace
- Warehouse
- Dry Dock

### PUBLIC PLACES

- Planteringen
- Plateau
- Dunkers Square
- Ramløsa
- Gustavs Adolfs Plass

### THE WATER CITY

- Beach
- Waterfront
- Bath Houses
- Pleasure Palace
- The Dry Dock

### PEOPLE

- Continentality
- Food
- Entrepreneurs
- Commuters
- Jutan / Youth
- Bath & Culture

### THE CITY OF KNOWLEDGE

- University
- Bio Tech
- Entrepreneurship
- Hospital

# #1.3

Open Stage: Brand strategy

## — Brand implementation



Open Stage: Brand strategy





# #II.0

Analysis: Helsingborg on center stage

## —Another Ice Crossing

The greatest asset in Helsingborg is its people. Resilient, resourceful, intelligent, and free thinking. As the ‘capital’ of Northwest Skåne, Helsingborg has to be daring, has to lead the way forward in developing frameworks and structures for growth and change. The strong relationship to Denmark, is clear. We all go to Helsingborg, and remember it as the point of departure to the rest of Europe. But do we remember its great culinary tradition? The beauty of its parks? The sandy beaches? The Plateau? We start by re-imagining Helsingborg, not looking outside of ourselves, but looking at the qualities within. Therein lies its future. A city for the staging of unknowns and uncertainties, in Sweden and Northwest Skåne.

And the first move we do is to open it, an open stage.

To do so, the people of Helsingborg will have to dare to make another ‘ice crossing’, in this instance to change the harbor. The appointment of the Helsingborg harbor as a national interest port, a veritable force majeure, unnecessarily bifurcates the city and its population from the waterfront. H+ is the opportunity to liberate captured land. To do so, the harbor has to be re-imagined; it must become a modern facility. No longer with unrestricted growth, but with controlled intelligent growth and increased efficiency. There is no reason to wait.

We know that the harbor is not interested in compressing. We asked them. Our project rather investigates the possibilities for doing so, spatially and economically. Helsingborg



ingborg can have both: a city with a fully functioning harbor and a dynamic waterfront, accessible for all.

The enormity of infrastructure in and around the H+ area quarters the city in semi-urbanized parcels or islands, often devoid of open space (rather filled with space left open). The territorialization of H+ is contingent on visionary solutions to the infrastructural obstacles that compose the site. Through their redevelopment an optimized integration with the local urban fabric can occur. There is a deconstructive, dichotomous relationship between hyper-connectivity and public disconnectedness. The Södertunnel offers the first suture to the city fabric.

Simultaneous with this development, the car ferries should be relocated from Nord hamnen to sydhamnen. The land value increase alone will support both of these operations and open up new potentials for this area, no longer desolated by car and truck traffic.

Helsingborg is one of the last cities in northern Europe to transform its waterfront. This tardiness gives us the virtue of hindsight and what we now know is that Dockland developments throughout Europe look increasingly similar, largely due to an increasing banality of architecture in a developer driven market. Competition between cities has ironically enough only strengthened this trend, a by-product of oppositional theory. With this occasion a step change needs to occur. H+ can set the stage for a new model, one in which cities reinforce each others successes.

# #II.1

Analysis: 10 Cities of Helsingborg

## — The Region

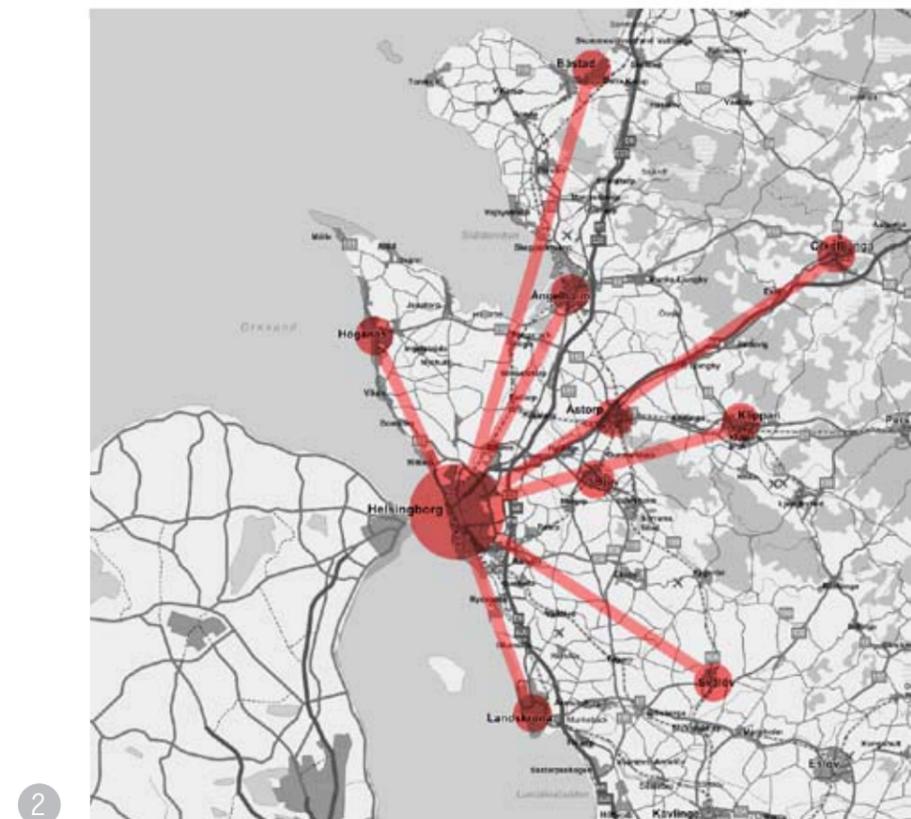
Helsingborg has traditionally belonged to the region known as the Öresund. This region is geographically defined as the narrow straight of water that today separates Sweden and Denmark. Helsingborg however has an additional and perhaps more important regional identity; it can also be seen as the center of north west Skåne. In this context it is the largest node in a network of 10 small towns that when combined form the fourth largest metropolitan area in Sweden. It is important to carefully consider both of these regional identities when attempting to understand Helsingborg's potential.

In the book *The Fourth City*, Ola Thufvesson makes the argument that Helsingborg should in fact consider itself to be the fourth largest metropolitan area in Sweden. Helsingborg is not, he argues, the area defined by the lines drawn on a political map, rather it includes all the people that live within a 30 to 40 km circle from the town hall. Under these criteria Helsingborg is not a single small city, rather it is a well connected network of 300 000 people who live in one area that has 10 names. Utilizing the resources contained in this local network is the key to future development for Helsingborg and Northwest Skåne.

1) “De facto” relationship: Helsingborg can exist in the underlying benefits of its strategic position without the prospect of unifying banality that is risked through formal commitments with its fellow Oresund Neighbors. No longer playing second fiddle, the city prospers from its network, but exists unto itself.

2) The 10 cities of Helsingborg:

- i) Bjuv
- ii) Båstad
- iii) Helsingborg
- iv) Höganäs
- v) Klippan
- vi) Landskrona
- vii) Svalöv
- viii) Åstorp
- ix) Ängelholm
- x) Örkelljunga



# #II.2

Analysis: Generators

## — What: Generators

Helsingborg has a proud history of entrepreneurs who have gone on to create large international companies. These companies and their founders have acted as generators during each period of major development throughout the city's history. Integral as a present and future generator, the University has a significant opportunity to play a major role in the continued growth of Helsingborg.



# #II.3

Analysis: Local Strengths & Weaknesses

## —A Closer Look (1)

Upon analysis of the programmatic constitution of the site, it is possible to divide it into several zones for closer analysis of the local strengths and weaknesses.

### Zone 1 - Ferry Terminal

#### Strengths:

- + Fantastic connection to the water
- + Connection to the station and pedestrians
- + Proximity to the city center
- + Connected to city park and library
- + Contains unique features

#### Weaknesses:

- The ferry terminal is an impenetrable obstacle
- There are vast expanses of surface parking
- Ferry traffic brings noise and air pollution to city center
- Knutpunkten blocks all connections between water and city

### Zone 2 - Ocean Pier

#### Strengths:

- + Direct and continuous waterfront
- + Proximity to the city center

#### Weaknesses:

- Isolated by massive infrastructure
- Open to weather and wind
- Proximity to the sewage plant and combi-terminal
- Borders the noise and pollution of the ferry terminal

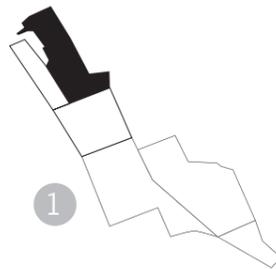
### Zone 3 - Campus

#### Strengths:

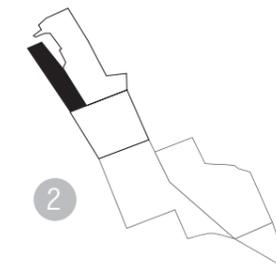
- + Campus Helsingborg brings students into the city
- + Ikea is a recognizable brand and its presence adds value to the site
- + Proximity to the city center and train station
- + Proximity to both the city park and the water

#### Weaknesses:

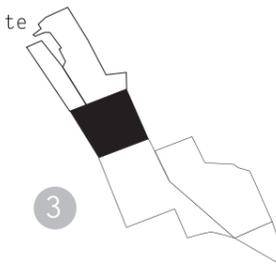
- Adjacent to the sewage & power plants
- Proximity to the combi-terminal
- There are vast expanses of surface parking
- Proximity to traffic from ferries



1



2



3

- SITE BORDER
- EXISTING PUBLIC BUILDINGS TO RETAIN
- PLANNED BUILDINGS
- MARKED FOR POSSIBLE REMOVAL
- GREEN STRUCTURE
- ZONES
- TRAFFIC
- TRAIN
- FERRIES



# —A Closer Look (2)

## Zone 4 - Jutan

### Strengths:

- + Jutan offers diverse public programs
- + Rönnowska school is located in historically important buildings
- + Proximity to Campus

### Weaknesses:

- No access to water
- In the middle of a flat industrial landscape
- Poorly defined structure
- Proximity to the harbor
- Lacks open space
- Adjacent to the marshalling yard

## Zone 5 - Gäsebäck

### Strengths:

- + Infrastructurally well connected
- + Contains a walkable street structure
- + Proximity to city center

### Weaknesses:

- Bordered on all sides by heavy infrastructure
- No waterfront
- Proximity to the trains
- Not well connected to public transit
- Lacks open space

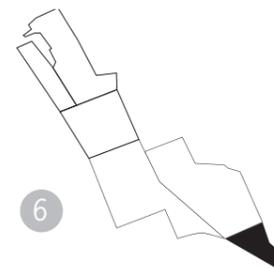
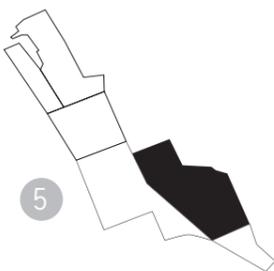
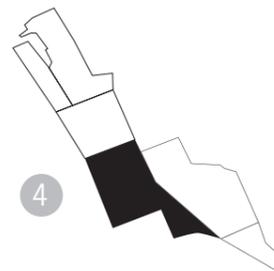
## Zone 6 - Industrial Corner

### Strengths:

- + Close to the river

### Weaknesses:

- Adjacent to motorway and marshalling yard
- No waterfront
- Not well connected to public transit
- Isolated



- SITE BORDER
- EXISTING PUBLIC BUILDINGS TO RETAIN
- PLANNED BUILDINGS
- MARKED FOR POSSIBLE REMOVAL
- GREEN STRUCTURE
- ZONES
- TRAFFIC
- TRAIN
- FERRIES



# #II.4

Analysis: Islands

## — Islands

The city - more often than not - evolves according to sudden shifts, discontinuous processes, natural or man-made, planned and non-planned events. In Helsingborg we witness the effects of the globalized economy meeting local conditions with various degrees of resistance and potentials.

Like many of greater Helsingborg's neighborhoods, H+ is inundated with industry and infrastructure, resulting often in isolated, often monoprogrammatic islands. Challenging the resistance that this poses, reveals the true capacity and value of H+ site.

H+ has a Collective Advantage over many former developments in the region, the ability to catalyze and accelerate their many qualities and successes by releasing the site as a field of radical influence. The H+ site has the potential to be urban and suburban, center and periphery, local, regional, and international at the same time.



1 Industry and infrastructure. Ruptures within the greater H+ site.



2 Natural qualities.



3 Islands of urbanity.



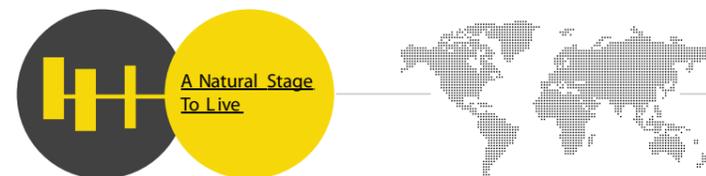
- 4 Catalyze and accelerate to release the surrounding qualities. A new center for Helsingborg.

# #III.0

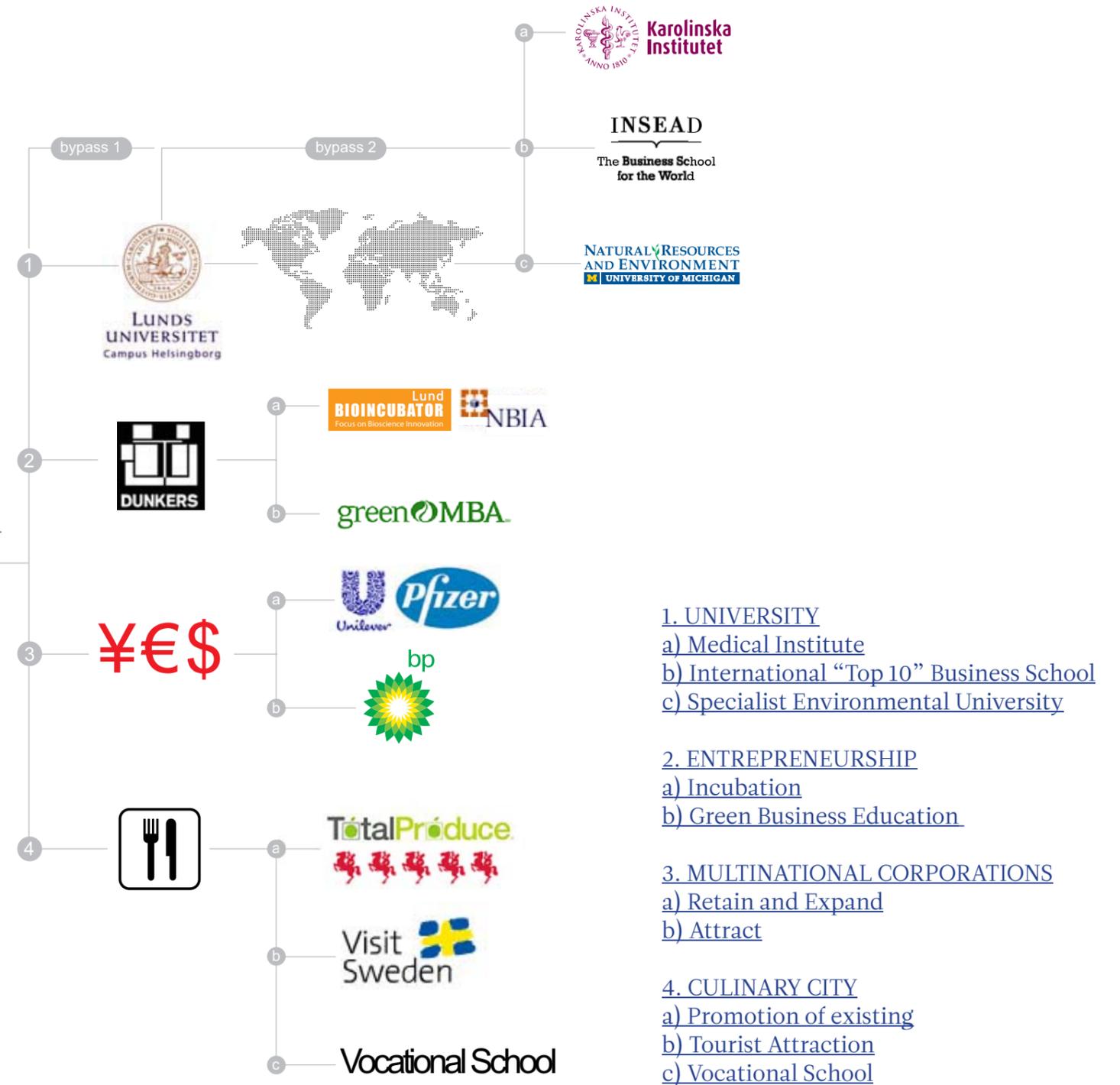
Strategy: Accelerators

## — Accelerators

For Helsingborg to realize its future on the scale pertinent with its visions, a “step-change” is required. Coupled with the need to sustain the amount of growth required to fulfill the demands of not only the original competition site, but the expanded borders analyzed within our design, we have defined four specific generators present within Helsingborg to build upon (see diagram to right). In this context we refer to the actions applied to these generators as, “Accelerators”.



Accelerators of growth. Accelerators of Knowledge. Accelerators of Competence. Accelerators of Networks. Accelerators of Culture. Accelerators of Interaction. Accelerators of sustainability. Accelerators of Place. Accelerators of Stages. Accelerators of Vision.





## — University



**Karolinska  
Institutet**

Presently based in Stockholm, but with visions to expand, The Karolinska Institute is one of Europe's largest and most respected medical universities. It is currently recognized as a frontrunner on the intensely competitive global stage of medical innovation. Coupled with Lund's Campus Helsingborg plans for growth into the field of medical education, and their international aims for expansion, a prime opportunity exists for the Karolinska Institute to establish a formal presence in Helsingborg, either in partnership with Campus Helsingborg or alternatively as a sole entity. Together with Helsingborg's strong entrepreneurial climate the possibilities are endless.

**INSEAD**

**The Business School  
for the World**

Despite attempts to consolidate itself as a international business leader, Scandinavia is yet to produce a "top 50" globally recognized business school. Considering the Öresund region's life science prowess and Helsingborg's long tradition of entrepreneurship, the prospect of developing a top business school in the area has limitless potential.

Whereas the traditional Scandinavian models of university expansion have, to an extent, diluted and saturated their immediate markets, the key to successful business programs has always been exclusivity. The exquisite waterfront site available to us is a perfect place to establish such a school, not only for Helsingborg and the Öresund region, but as a new educational epicenter for all of Scandinavia.

## — Entrepreneurship

Helsingborg's periods of strong growth have historically been attributed to its competitive and diverse entrepreneurial climate. Built upon a culture where "results were all that counted", the most famous product of this culture was the industrialist Henry Dunker, who founded Tretorn in the late 19th century. Building upon these existing foundations, incubators have the potential to interface between all of these components at unprecedented rates of growth and success.

Together with the various components of the university, and close proximity to the city center, a continually revolving hub of intellectual mass and innovation is achievable. Incubation's basic premise of idea realization congeals in highly structured environments in which start-up companies are provided with explicit access to space (dependent upon the size and significance of the venture), networks, finance, education, and infrastructure.

## — Multinational Corporations

Expand and Retain.

There is a dualism present within the growth of Helsingborg's Multinational Corporations. While the ability to attract businesses has been one of city's major strengths, retaining them has not always been easy. Careful collaborations together with the future expansion of the university must be a high priority.

In addition to the retention and attraction of multi-national corporations, there is an obvious arena for growth that has not been tapped to its full potential. At present, there exists a vast divide between Helsingborg and Medicon Valley's core group of Copenhagen and Malmö in terms of the number of life science companies fostered (refer to accompanying map). With the advent of improved infrastructure and accessibility, there is definite potential for Helsingborg to gain substantial shares of the multinational-corporation market.

## — Culinary City

Jättegott! Scandinavian food culture is arguably the finest in Europe. Taking the prestigious Bocuse d'or as a benchmark, Sweden, Denmark and Norway account for 14 of 30 medals over the past 10 competitions. Helsingborg has its own strong tradition in Swedish food culture, and with H+, the possibilities for 'accelerating' this industry are exciting.

With this vision, guests are invited to Helsingborg to enjoy the future of great Scandinavian cuisine.

# #III.1

Strategy: Open Space

## —Open Space

Public open space in the city represents the physical manifestation of flow and friction; place for social and recreational interaction. More often than not though, these spaces are representations of 'green', whether ordered nature or nature copied, passive relationships for the status quo.

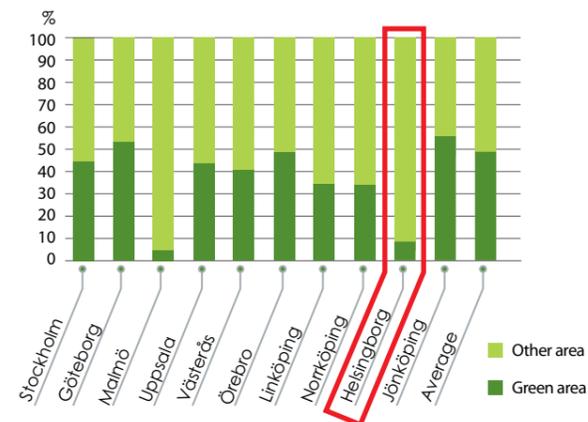
Helsingborg lacks public green space.

Our proposal begins with the natural histories of the site, the embedded qualities - plateau (STAGE), coastline, parks, river - regenerating and transforming them to maximize interface with the new urban structure; ensuring congruencies where desired as well as distance where needed. A sustainable strategy cannot stand alone, it needs to adapt to both new and old, pushing deep into the city and reaching out to the water, mutually enriching as it opens the city with new trajectories (visual and physical).

The boardwalk is the tour de force of the open space strategy. Not to domesticate the strangeness of the site but to heighten it, amplification of differences between nature, architecture, landscape, and city. Designed as a topographical device, managing differences of program and site condition, the boardwalk is park, garden, promenade, playground and stage.



PROPORTION OF GREEN AREAS WITHIN A 5KM RADIUS.



Source: Statistics Sweden.

BUILT AREAS (BLACK) VS. GREEN SPACE (WHITE)



# #III.2

Strategy: Program\_Density

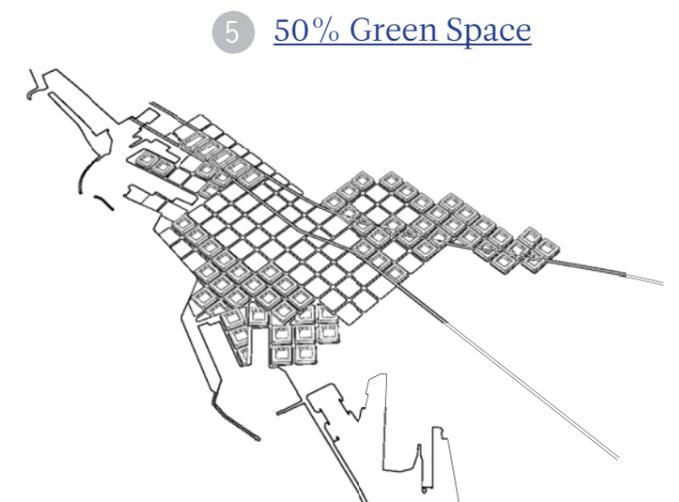
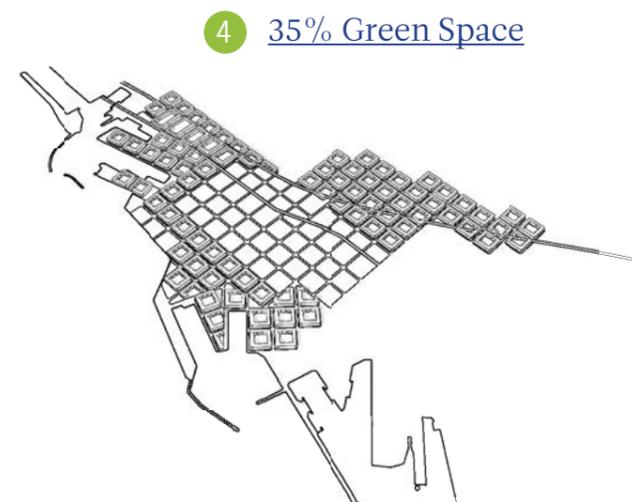
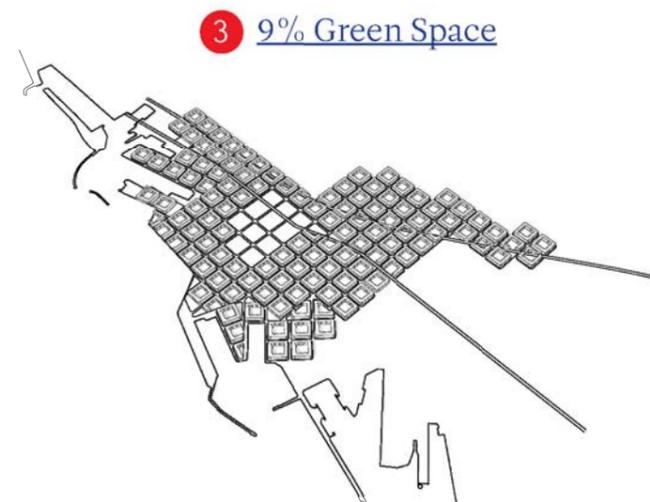
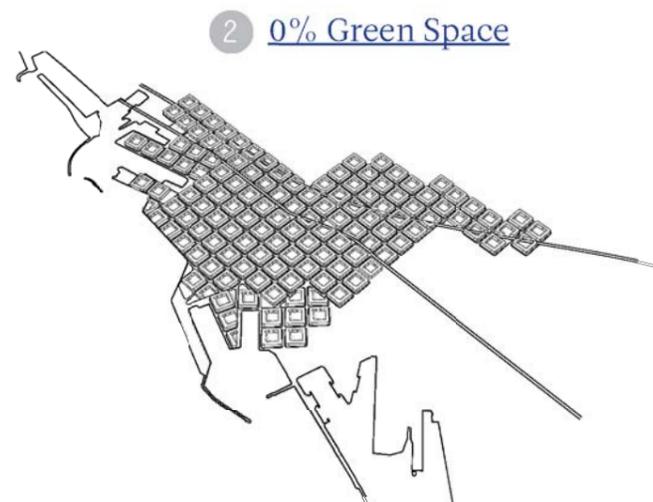
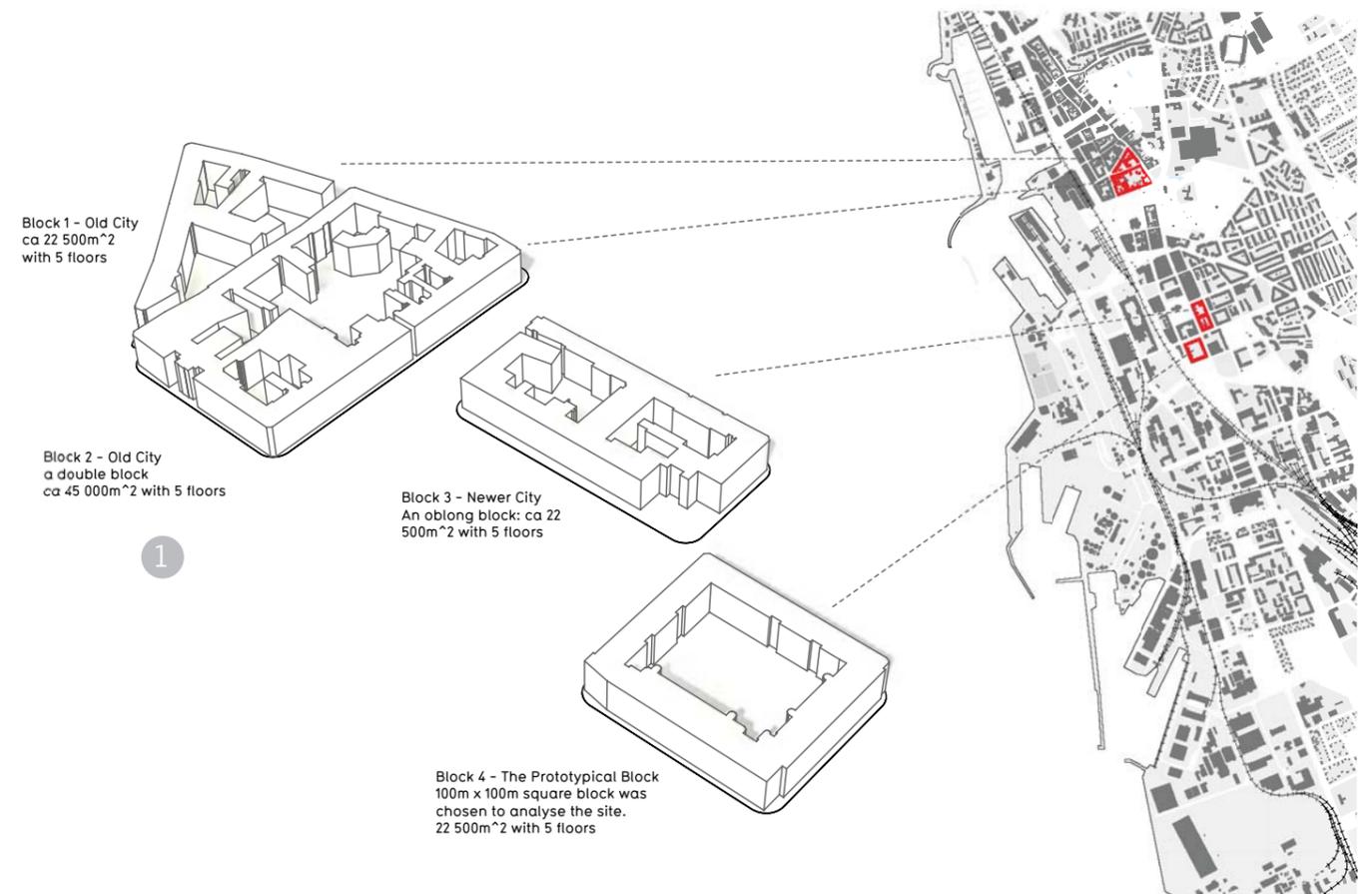
## -Density

According to the Official Statistics for Sweden Helsingborg currently has only 9% open space in the city. Of the ten largest cities in Sweden only Malmö has less open space. This diagrams below explore what the site would look like with the status quo were extended to the H+ site.

Göteborg and Stockholm both have approximately 50% open space in their urban fabrics. If this model were applied to the H+ property the result would be a site without enough density to create the stimulating and vital urban environment that Helsingborg hopes to gain.

After analyzing the projected growth for Helsingborg it can be concluded that the most sustainable level of green space on the H+ site lies between 35-40%.

- 1 - Existing City Structure (Density Analysis)
- 2 - 0% Green Space
- 3 - 9% Green Space (Present Helsingborg Norm)
- 4 - 35% Green Space (H+ Goal)
- 5 - 50% Green Space: National Benchmark as seen in both Stockholm and Göteborg







# #III.4

Strategy: Program Breakdown

## -Program Breakdown

To ensure optimal design synergies are achieved between housing, office and supporting programs, the specific fields below have undergone extensive investigation to arrive at the illustrated quantum:

Projected new development within the city of Helsingborg.

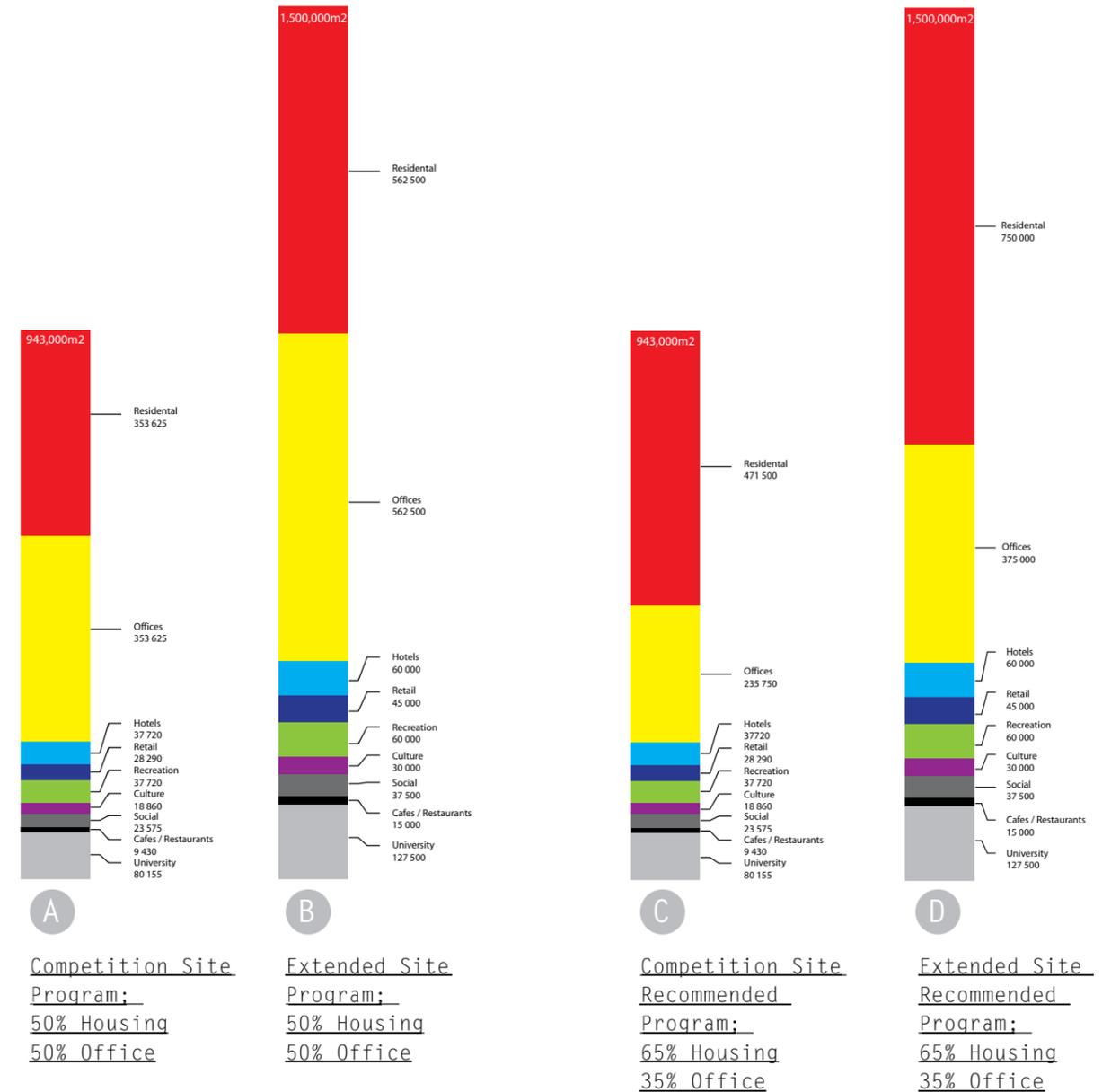
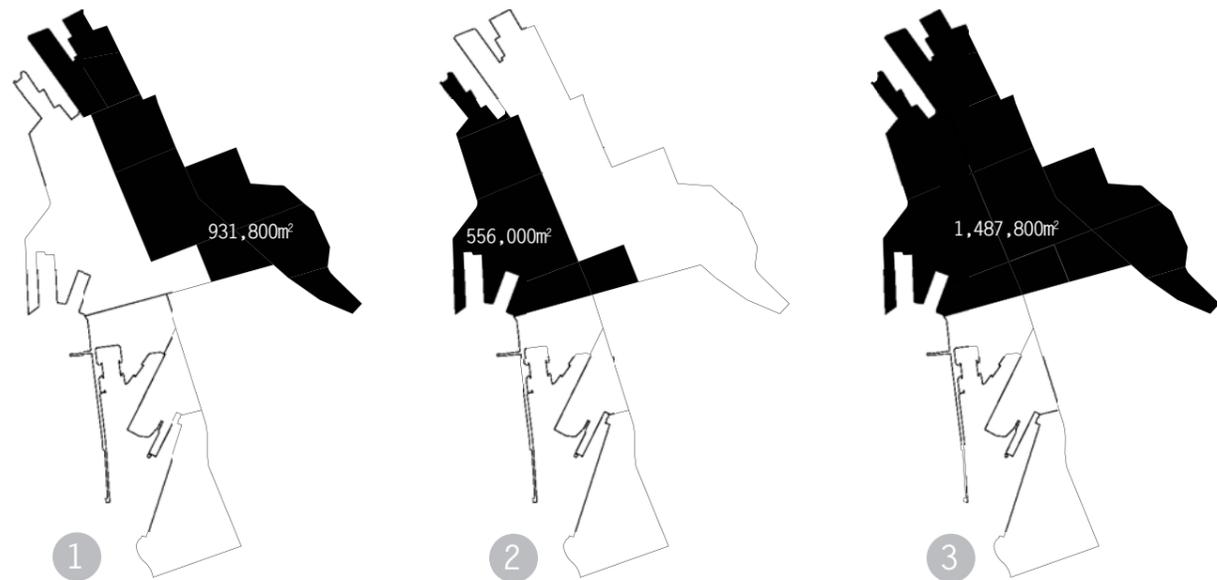
Area quantifying the sale of land development rights.

Traffic.

Livelihood

Existing fabric.

- 1 - H+ Competition Site Area.
- 2 - Potential area of expansion for H+ (Site)
- 3 - Potential total H+ Site area (this does not include the additional sites of all other H+ sub areas)



Recommended total housing and office split (Competition and extended site):  
65% Housing / 35% office

# #III.5

Strategy: Dual agenda.

## — The Harbor

In 2009 Helsingborg Harbor turns 200. After beginning life as a humble wooden dock, the harbor has grown to employ almost 300 people and is now the second largest container harbor in Sweden. In fact it was recently calculated that one out of every ten people in Helsingborg are either directly or indirectly dependent on the harbor for their livelihoods. However, the harbor's importance extends far beyond the borders of the city: in 2001 the harbor was recognized by the federal government of Sweden as one of the 10 ports of "national importance". This distinction has been followed by nearly a decade of unprecedented growth and development. 2007 was a record setting year in terms of number of containers handled, number of vehicles and ferry passengers and number of goods transported by train.

These records shed light on the future direction for the harbor and they boil down to two words: Ferries and Containers. Although the harbor today handles a diverse array of goods, the major growth has occurred in container handling and ferry traffic. Making plans for the future of Helsingborg also means making plans for how the city can better accommodate ferry traffic and container handling.

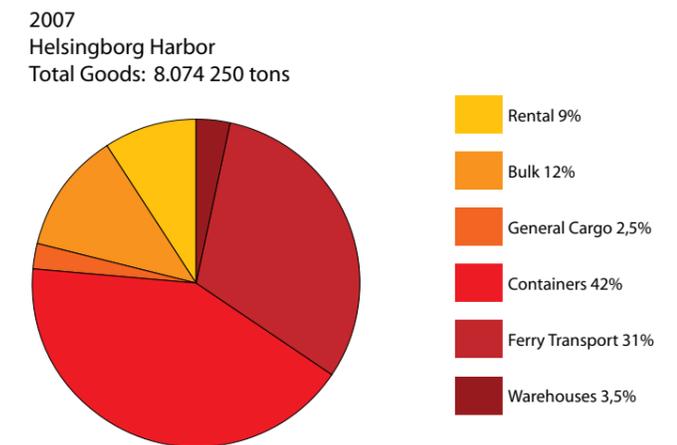
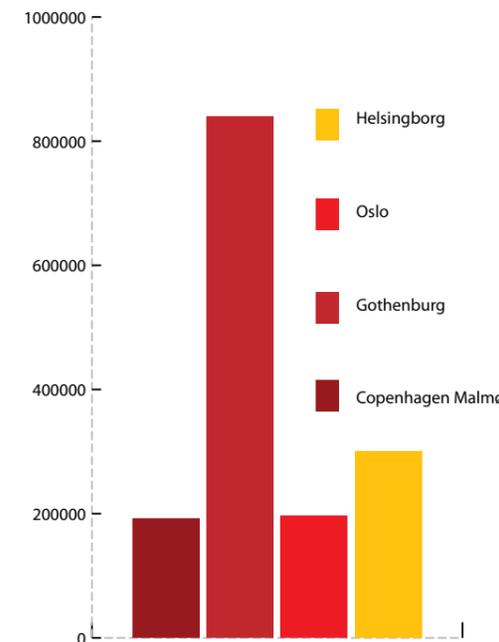
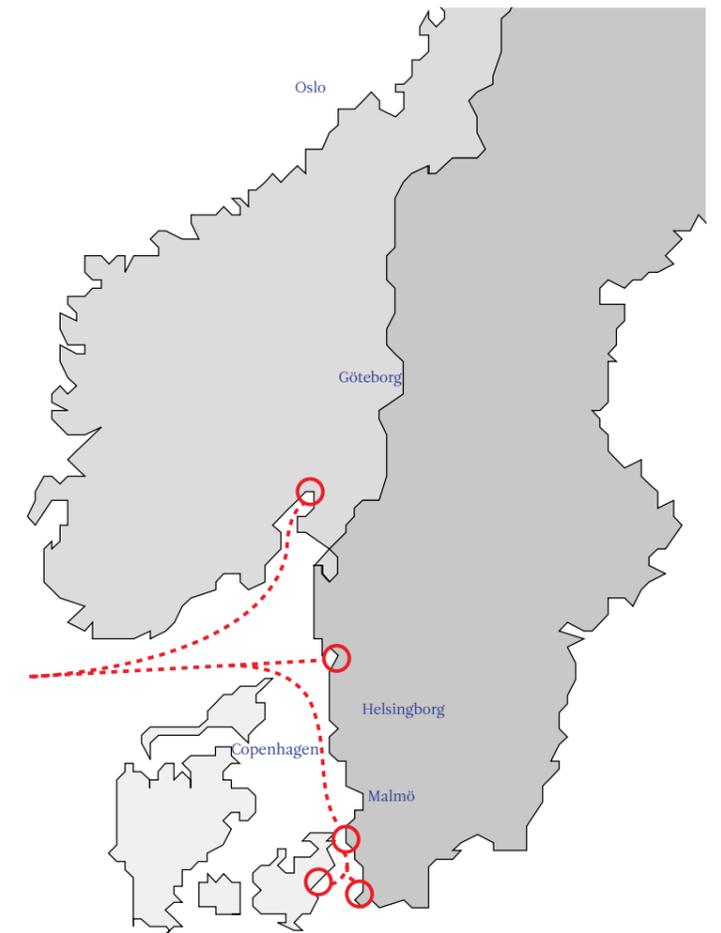


# —Helsingborg Container Harbor

Today the container harbor is enjoying record growth. The recently completed combi-terminal has allowed rail traffic direct access to the containers and has made the switching of transport means easier and more efficient. Container ships are serviced by 4 rail bound cranes in two quays. The total length of the quays is 900 meters and the total container handling area is ca 200.000 sq meters. The harbor handles ca 200,000 TEU (twenty-foot equivalent units) a year via these quays and 100 000 TEU via the combi-terminal.

The harbor anticipates continued container handling growth and is looking to expand on their current facilities. Several factors have contributed to this need for more space. First, although the total quay length is 900 meters only 300 meters of that is able to service extremely large container ships. The ability to service large ships is crucial for the harbor's overall efficiency. Secondly, the existing rectangular quay shapes accommodate two ships side by side, yet they are both serviced on only one side by cranes. In order for rectangular quays to be efficient a large amount of space is needed on both sides to allow for land maneuvers.

Unfortunately, Helsingborg does not have the space to accommodate an efficient double loaded configuration, yet they have two such quays. The fact that container handling has grown disproportionately to other goods handling means that the containers are starting to overflow into other parts of the harbor. Existing infrastructure is simply getting in the way of efficient container handling.



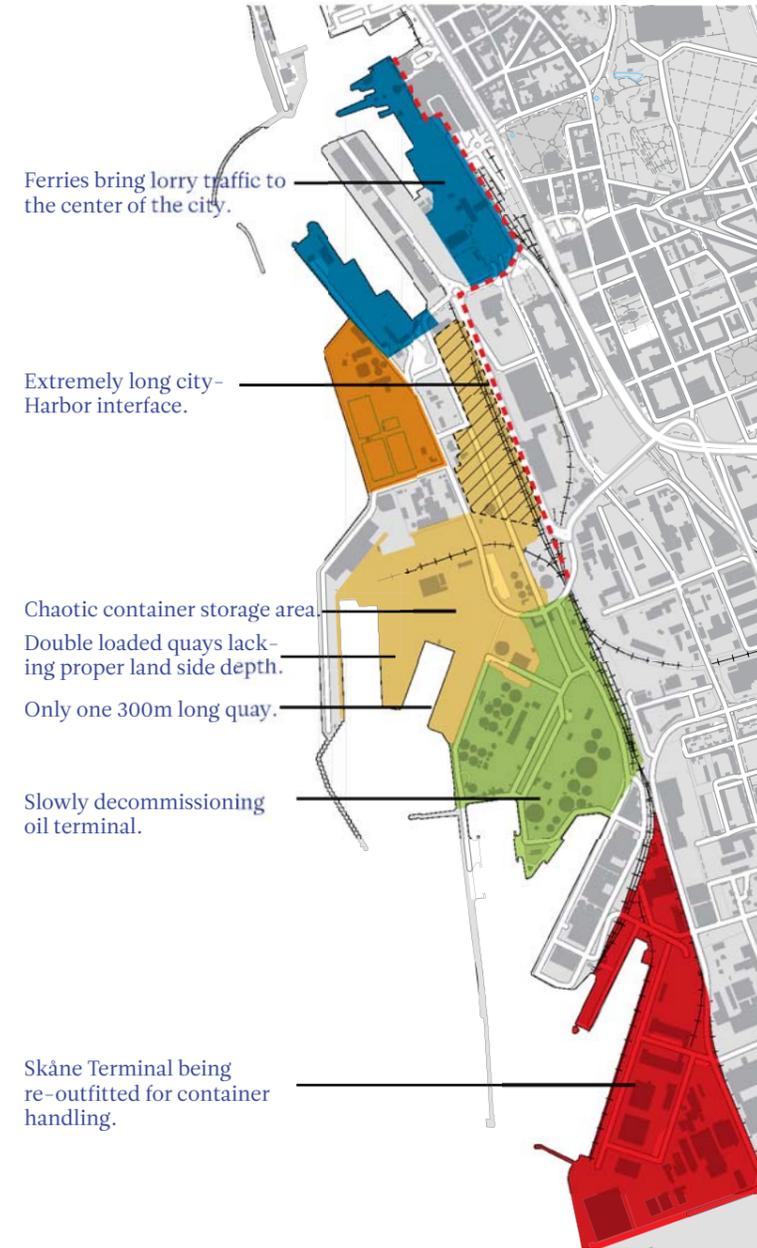
Strategy: Harbor

The harbor is taking steps to address the shortcomings and to prepare for future growth. Most significantly they are preparing the southern most quay, named Skåneterminalen, to be used for containers. Additionally, as the oil terminal gets removed, it is anticipated that the container harbor will be able to take over this space as well.

There are several problems with these steps that will not allow the harbor to be as high performing as it has the potential to become. First, the distribution of harbor handling over three or more quays which are not contiguous is inherently inefficient. The existing grain harbor occupies a pier that would split the expanded harbor into two pieces. Central management and a single overview of the entire container harbor would be impossible.

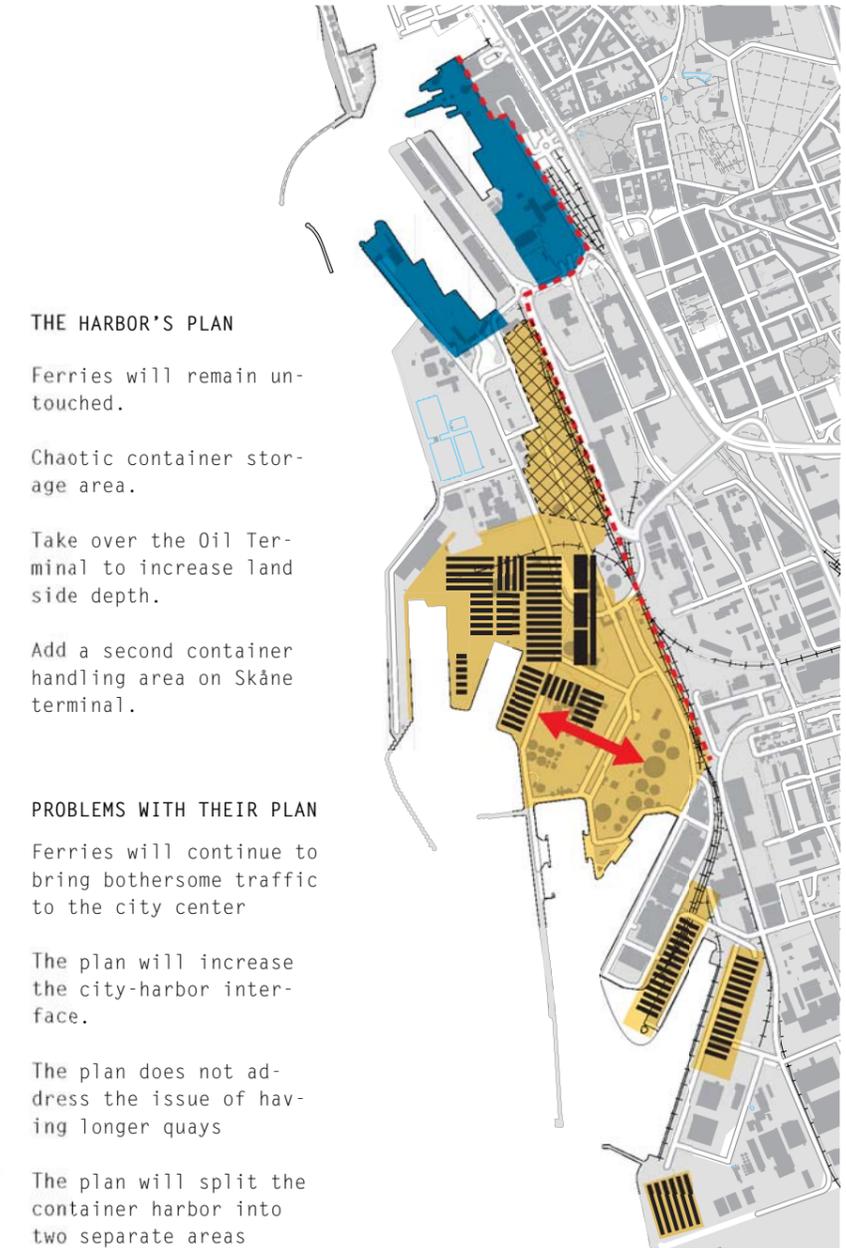
Secondly, the plans do nothing to address the issue of adding quay length. To truly become more efficient the harbor needs to be able to handle at least two large ships at one time. Finally, the harbor's plans for growth do not take into consideration Helsingborg's desire for more access to the waterfront. A new solution is needed to address all of these concerns and to prepare Helsingborg's Harbor to better perform its role as one of the nations most important logistical hubs.

# — Present Aspirations



CURRENT HARBOR SITUATION

- CONTAINER HARBOR
- COMBI TERMINAL
- GENERAL GOODS TERMINAL
- OIL TERMINAL
- FERRY TERMINAL
- SEWAGE/POWER PLANT

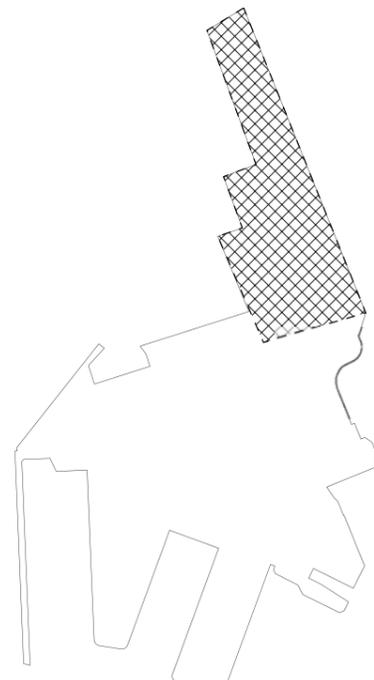


HARBORS PLANS FOR GROWTH



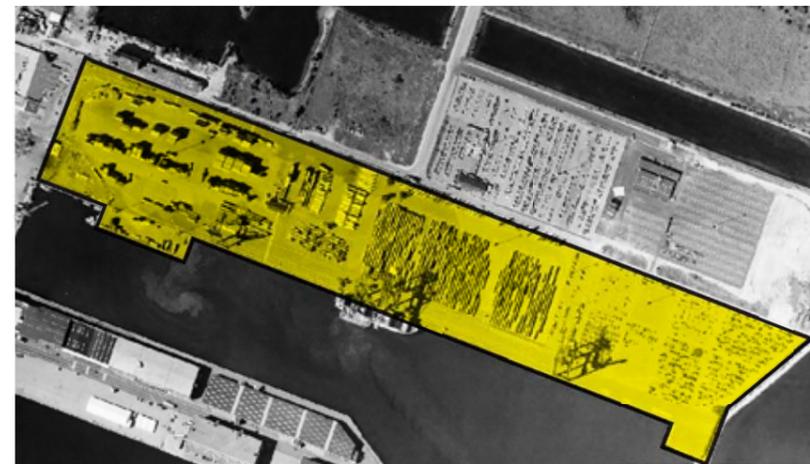
- Second largest container harbor in the region
- 200.000 TEU/yr by sea and 100.000 TEU/yr by land
- 2007 Container handling grew by 40.2% while traditional goods dropped 73%
- ca 200.000 m<sup>2</sup> plus ca 50 da combi terminal
- 900m total quay length
- 4 rail bound gantry cranes
- 9-13.5m water depth

## HELSINGBORG



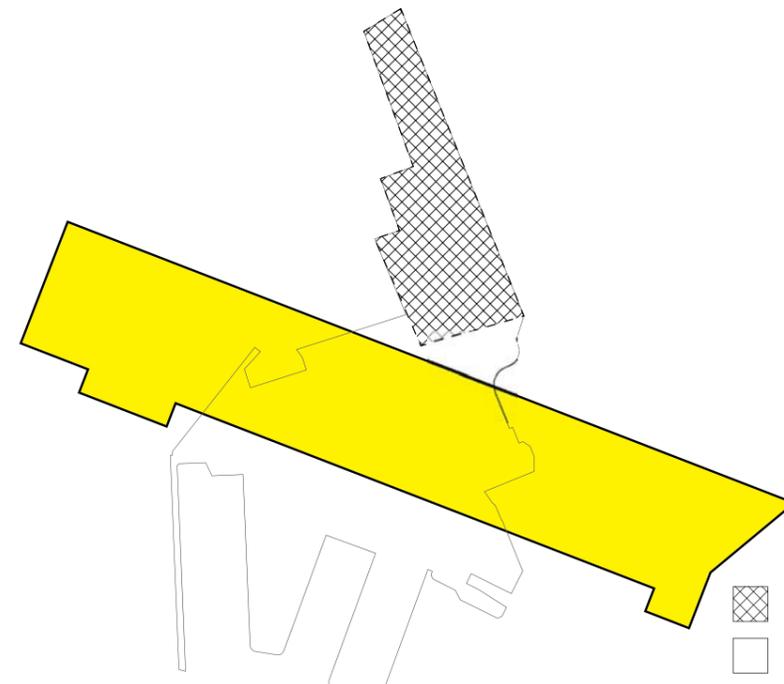
-  COMBI TERMINAL
-  CONTAINER HARBOR

# — Neighbors

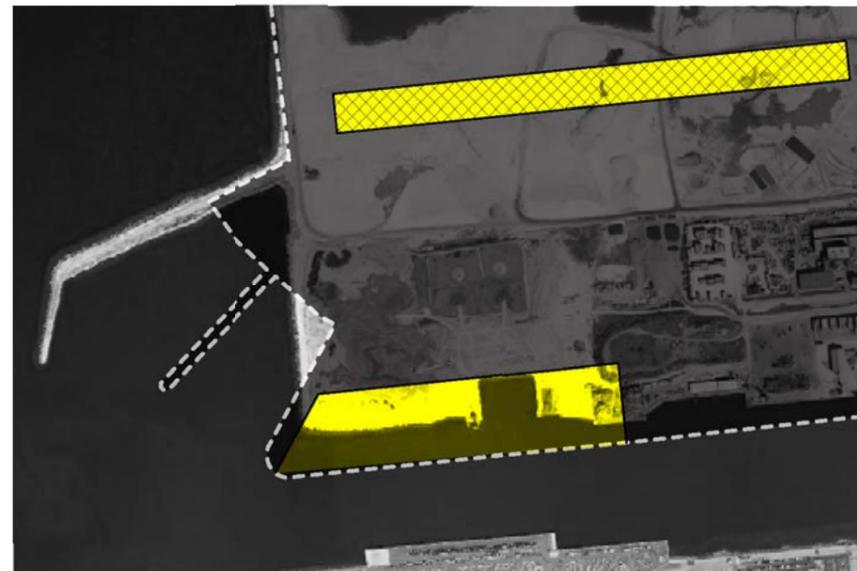


- ca 244.500 m<sup>2</sup>
- 192.000 TEU/yr
- 10m water depth
- 3 gantry cranes
- ca 700m quay length

## COPENHAGEN

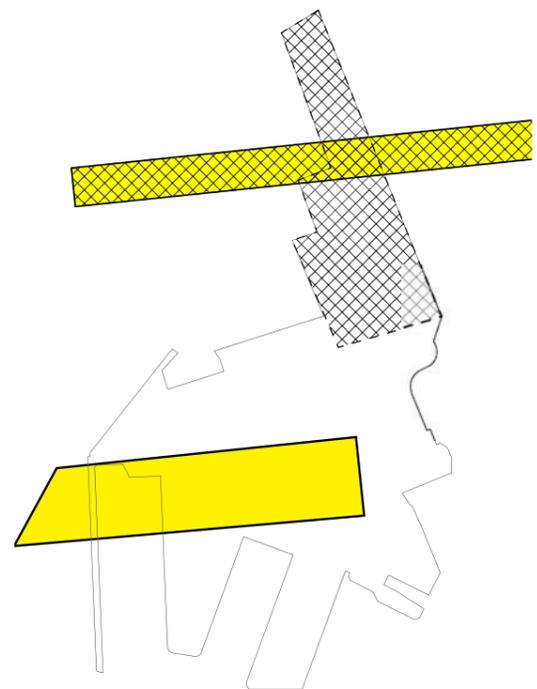


-  COMBI TERMINAL
-  CONTAINER HARBOR



- 63.000 m<sup>2</sup>
- 10m water depth
- 500m quay length

## MALMÖ



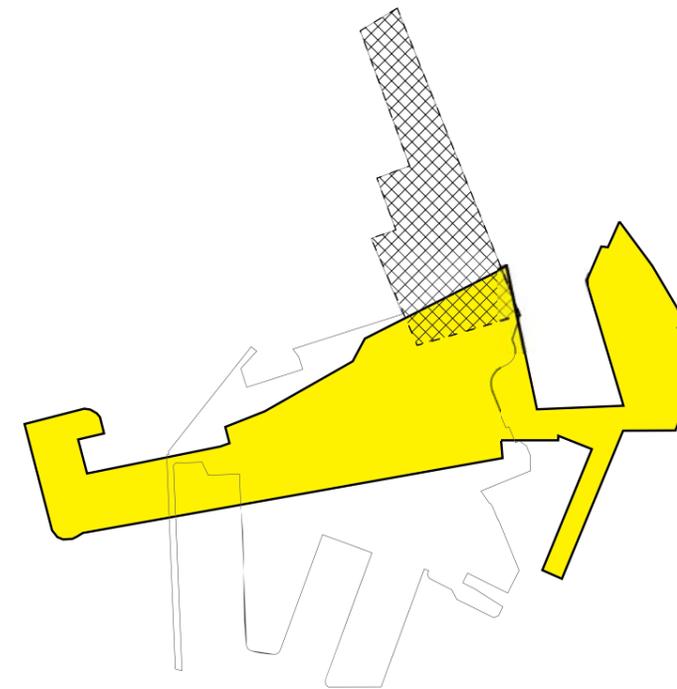
-  COMBI TERMINAL
-  CONTAINER HARBOR

# 18% SMALLER 33% GREATER TEU CAPACITY



- 163.000 m<sup>2</sup>
- 371.000TEU/yr capacity
- 10m water depth
- 4 gantry cranes and 10 RTG cranes
- 665m quay length

## OSLO



-  COMBI TERMINAL
-  CONTAINER HARBOR

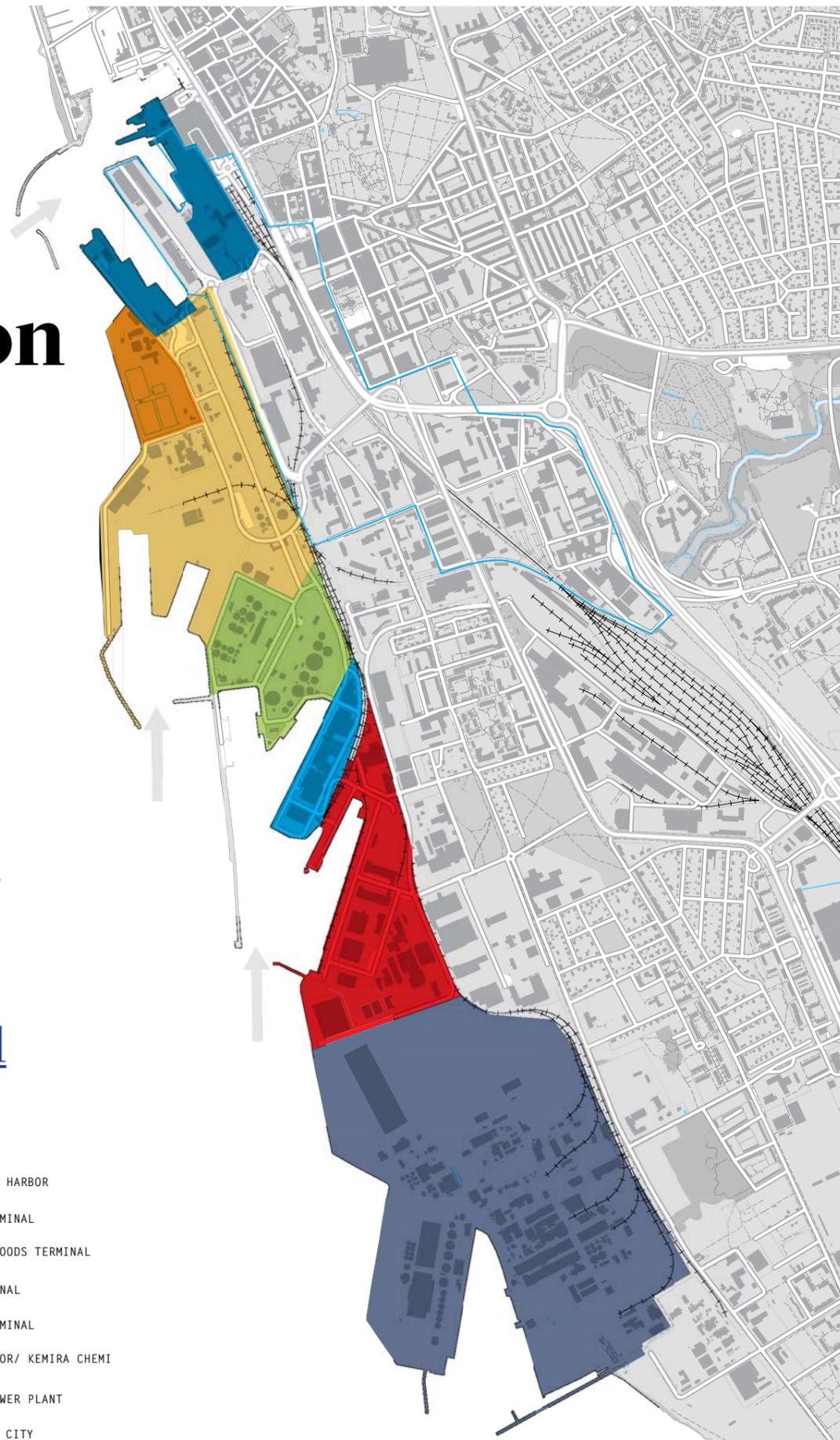
# — Harbor Reorganization

Helsingborg is one of the busiest ferry harbors in the world. Although the concept of having a combined train, bus and ferry station seems like a good idea on paper, it is an urbanistic nightmare. The ferry terminal poses something of a paradox for city planners.

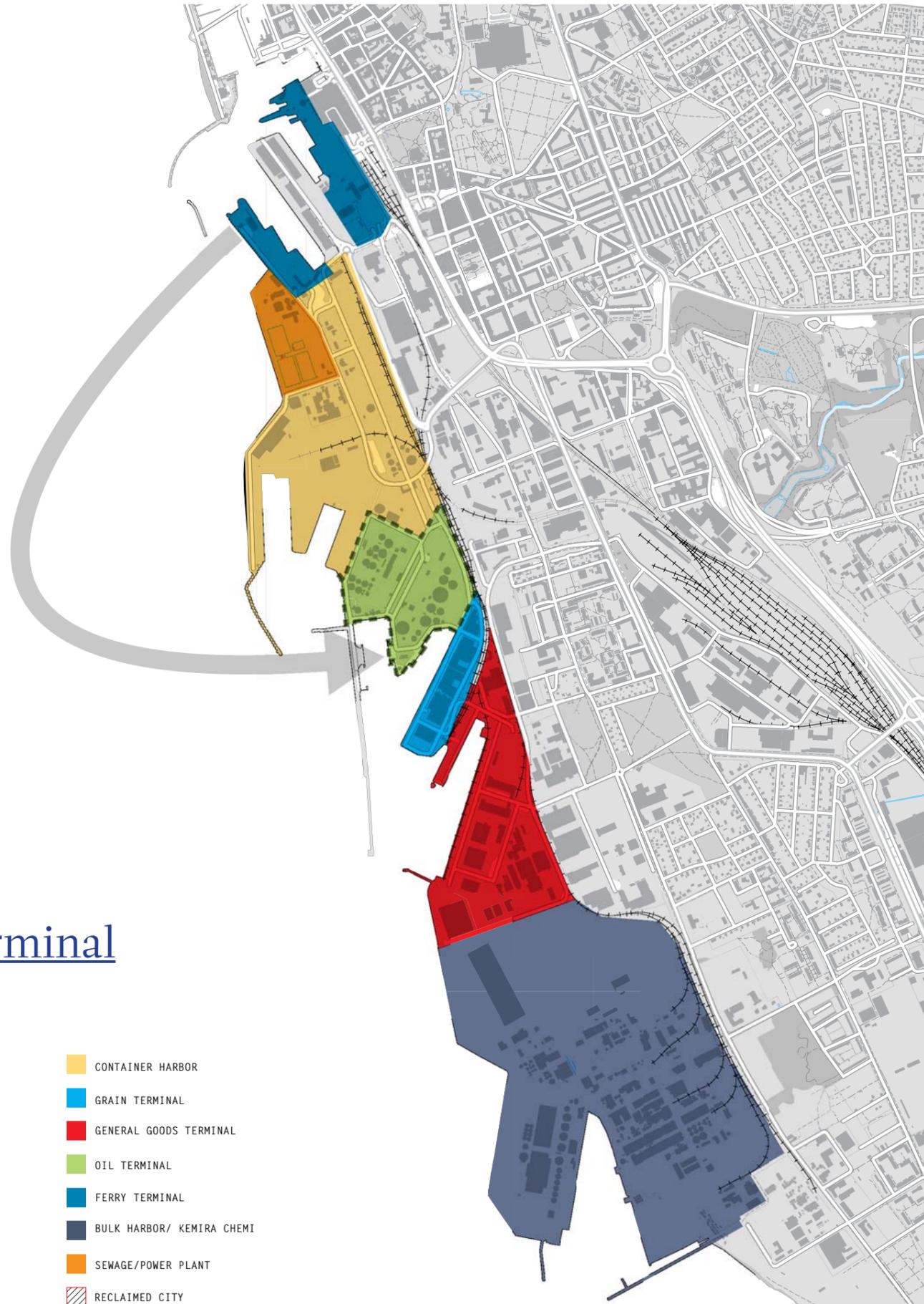
As a result of the Harbor's outdated and inefficient layout, a significant opportunity exists to compress its present operational area. Combined with the southward relocation of the ferry terminal and container harbor, this represents perhaps the most feasible opportunity to reclaim a maximum amount of waterfront directly adjacent to the H+ site (as defined in the competition). This requires minimal alterations to the existing infrastructure, while concurrently modernising and retaining one of the city's core industries.

## 1) Compression of the Ferry Terminal

-  CONTAINER HARBOR
-  GRAIN TERMINAL
-  GENERAL GOODS TERMINAL
-  OIL TERMINAL
-  FERRY TERMINAL
-  BULK HARBOR/ KEMIRA CHEMI
-  SEWAGE/POWER PLANT
-  RECLAIMED CITY



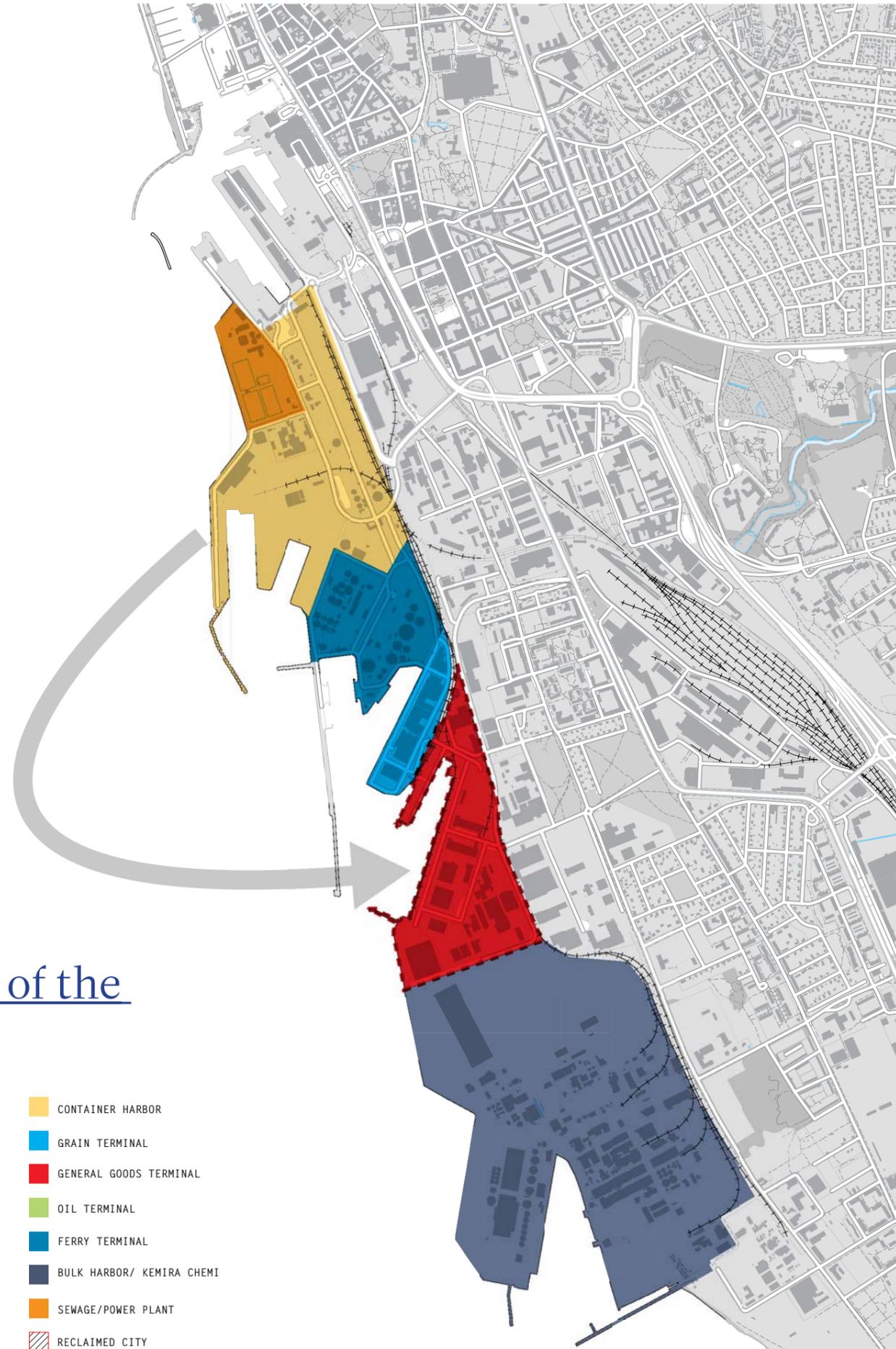
Strategy: STEP 2



## 2) Relocation of the Ferry Terminal

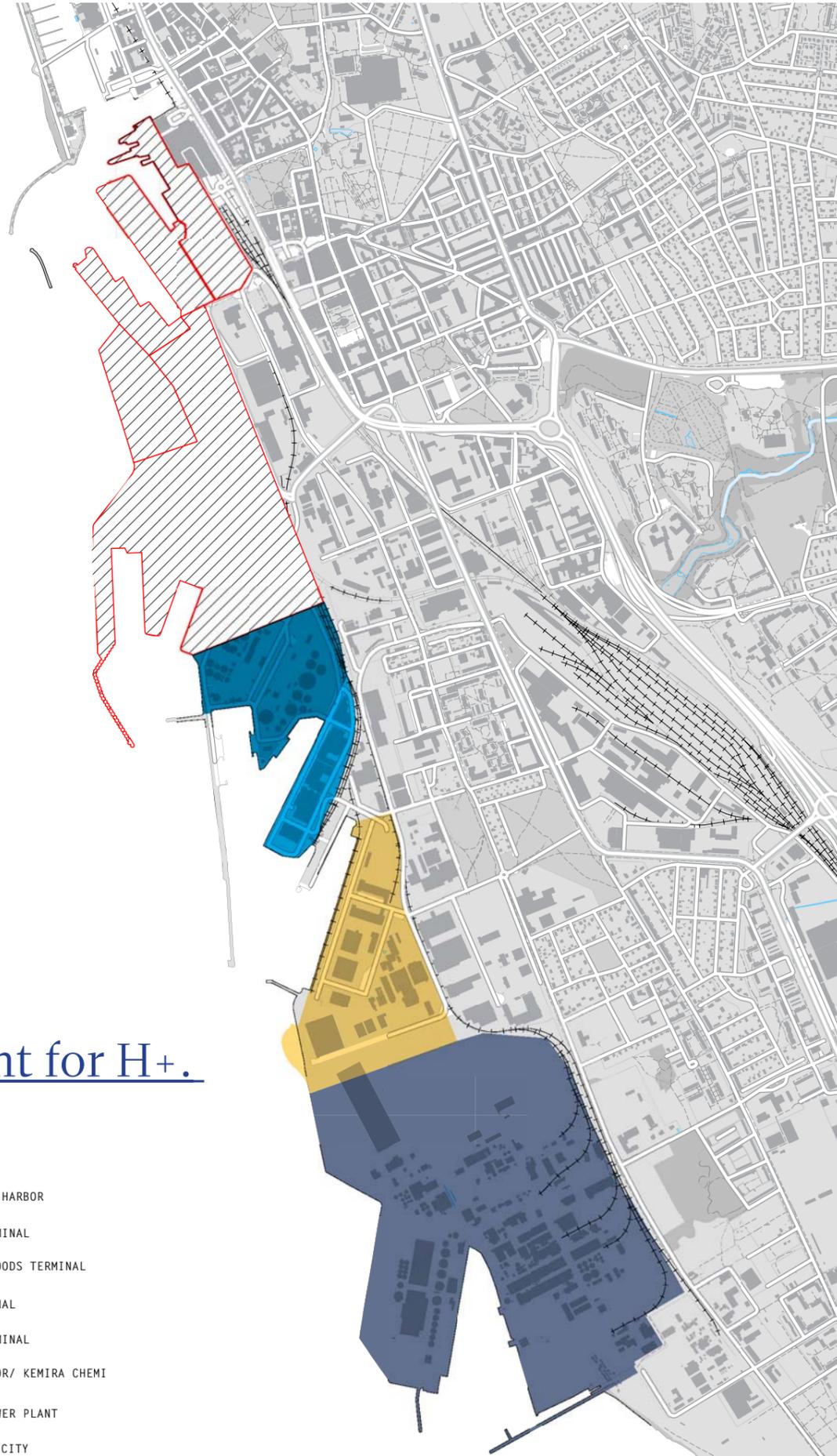
- CONTAINER HARBOR
- GRAIN TERMINAL
- GENERAL GOODS TERMINAL
- OIL TERMINAL
- FERRY TERMINAL
- BULK HARBOR/ KEMIRA CHEMI
- SEWAGE/POWER PLANT
- RECLAIMED CITY

Strategy: STEP 3



### 3) Compression and relocation of the Container Harbor.

Strategy: STEP 4



## 4) Resulting reclamation of waterfront for H+.

- CONTAINER HARBOR
- GRAIN TERMINAL
- GENERAL GOODS TERMINAL
- OIL TERMINAL
- FERRY TERMINAL
- BULK HARBOR/ KEMIRA CHEMI
- SEWAGE/POWER PLANT
- RECLAIMED CITY

Strategy: A new harbor proposal

# — New Harbor Proposal

A successful plan for the future of Helsingborg will need to mitigate between making sure the harbor has the space to continue its growth and the city's desire to access the water and create new neighborhoods free from the pollution, danger and noise that the harbor generates.

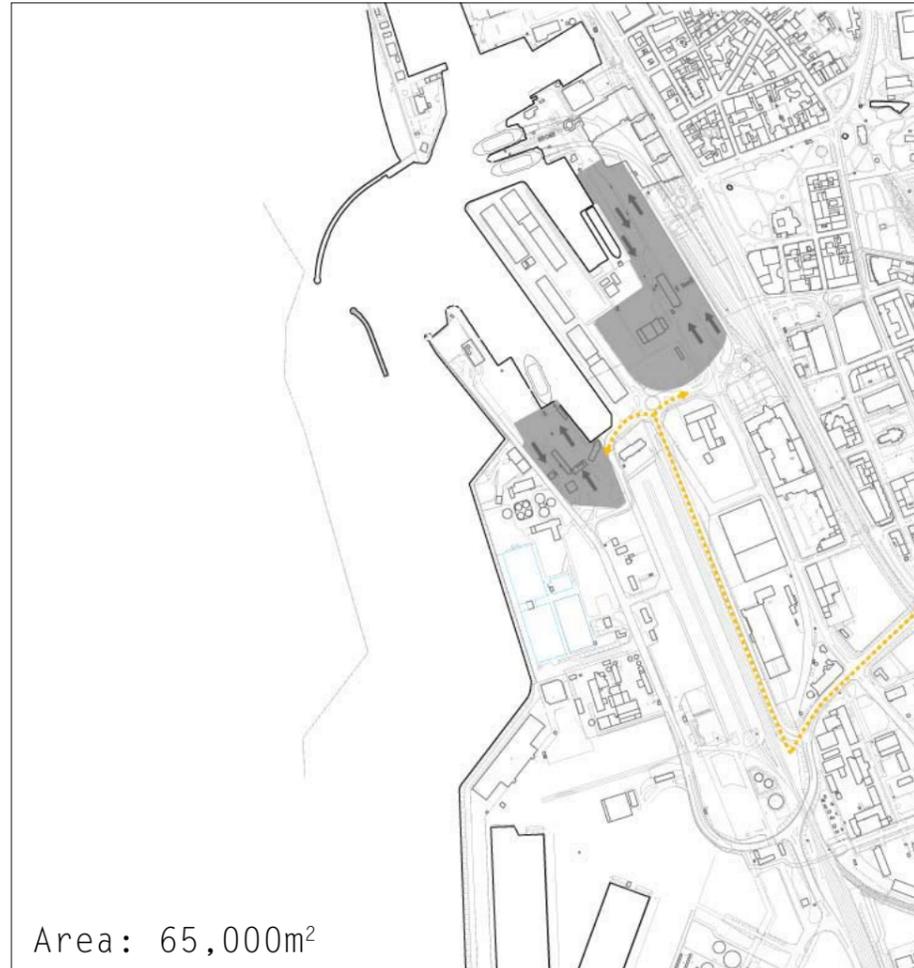
The key to allowing the city and the harbor to grow according to their own needs and logics is to minimize the interface between them.

- CONTAINER HARBOR
- COMBI TERMINAL
- FERRY TERMINAL



# — Ferry terminal & Container harbor: sketch

EXISTING CONDITION



CONSOLIDATED FERRY TERMINAL ON THE OIL HARBOR



# #IV.0

Master plan: Aerial

## —Master plan

PRESENT DAY H+: SITE WITH HARBOR IN FOREGROUND



PRESENT DAY H+: SITE WITH HARBOR IN BACKGROUND



# #IV.1

Master plan: Concept

## — 3 bands

Our strategy identifies 3 principle east-west bands, tying deep into the existing fabric and facilitating a restructuring of the city: park - campus - river.

### Park - extension [old city to Södra hamnen]:

The relocation of the car ferries liberates the piers of the Södra Hamnen, allowing the City Park to reach the water - a room in the city for immeasurable desires - opening the H+ development to the rest of Helsingborg.

### Campus - creation [Söder to water]:

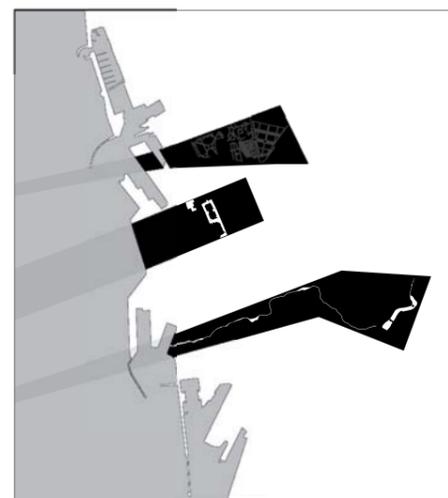
Lund's Campus plays an integral role in the future growth of the city. With significant increase in students expected over the next 10 years, the campus is set to expand on the regional and global stage - knowledge accelerators - instigating growth through added value and entrepreneurialism to the whole of Helsingborg.

### River - reinvention [Gåsebäck - Västhamnen] :

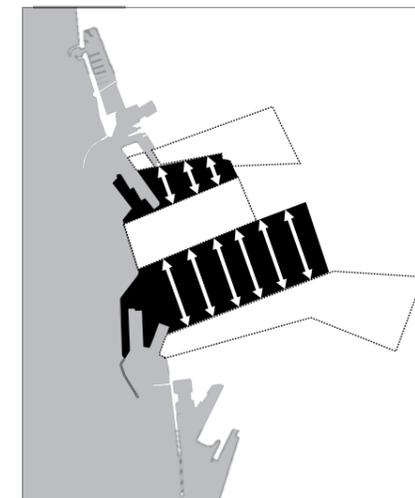
The third band makes a new connection between Gåsebäck and the waterfront, accelerating the natural condition and adding value to the housing, culture, public space, and commercial development. Gåsebäck takes a new form in the city, amplifying differences between architecture, nature, and the city of Helsingborg.

### North South

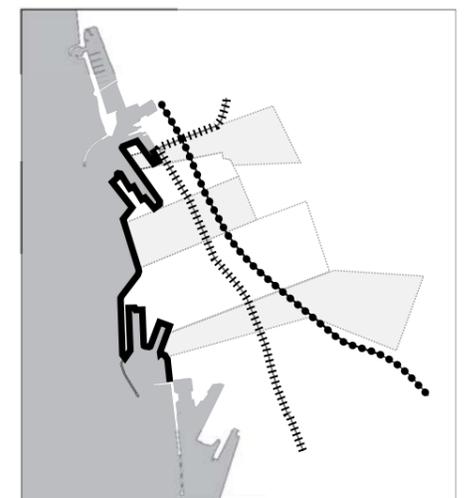
Supporting the clarity of the east-west organization, three north-south movements manifest a new layer of structure and porosity - the boulevard, the tram, and the boardwalk.



1



2



3



# #IV.2

Master plan: Open Waterfront

## —Helsingborg: Open Waterfront

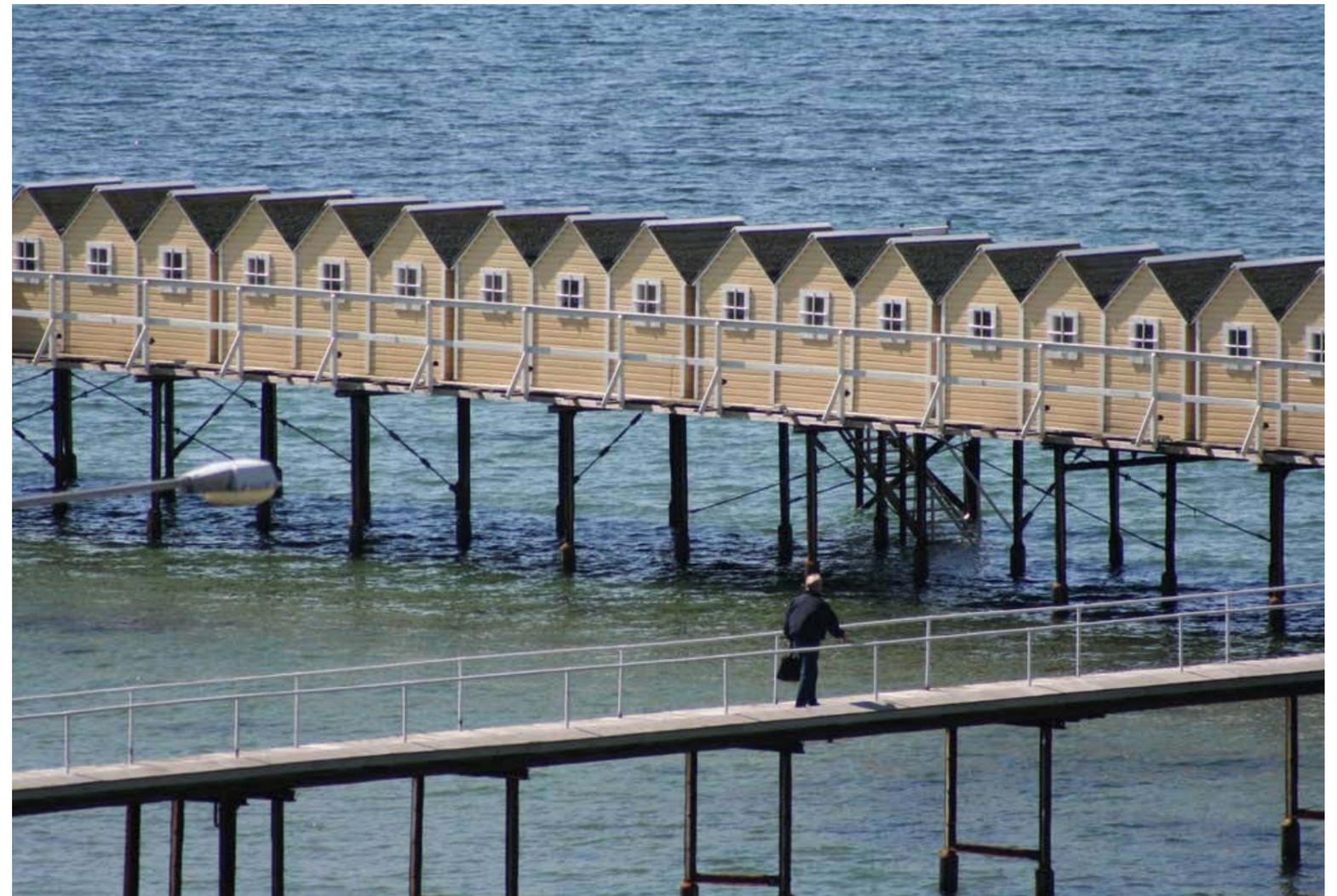
Formerly a place for the trading of goods, the waterfront of Helsingborg should again become a place of exchange - of culture, of information, of ideas - a new type of center, an open stage.

We propose a conceptual re-stitching of the waterfront deep into the existing public life and nodes of the city. Grafted over the entire length of the city from Hamntorg to Västhamnen, the boardwalk is adaptive in form and spatial diversity - covering, protecting, disassociated, expansive, indeterminate and highly specific - according to use, placement, and people.

The waterfront is envisioned as a stage for intense social and recreational occupation, continually reinvented, and prepared for change.

Can you skate on it - yes, some places. Take a taxi boat from it - yes. Swim from it - yes. Walk, cycle, run, wait, eat, drink, waste time, and create - yes.

A framework and a structure, the boardwalk is a programmatic field opportunistically interfacing between water and city - an emerging landscape for occupation by diverse users 24 hours a day, 365 days a year.



#IV.3

—Existing

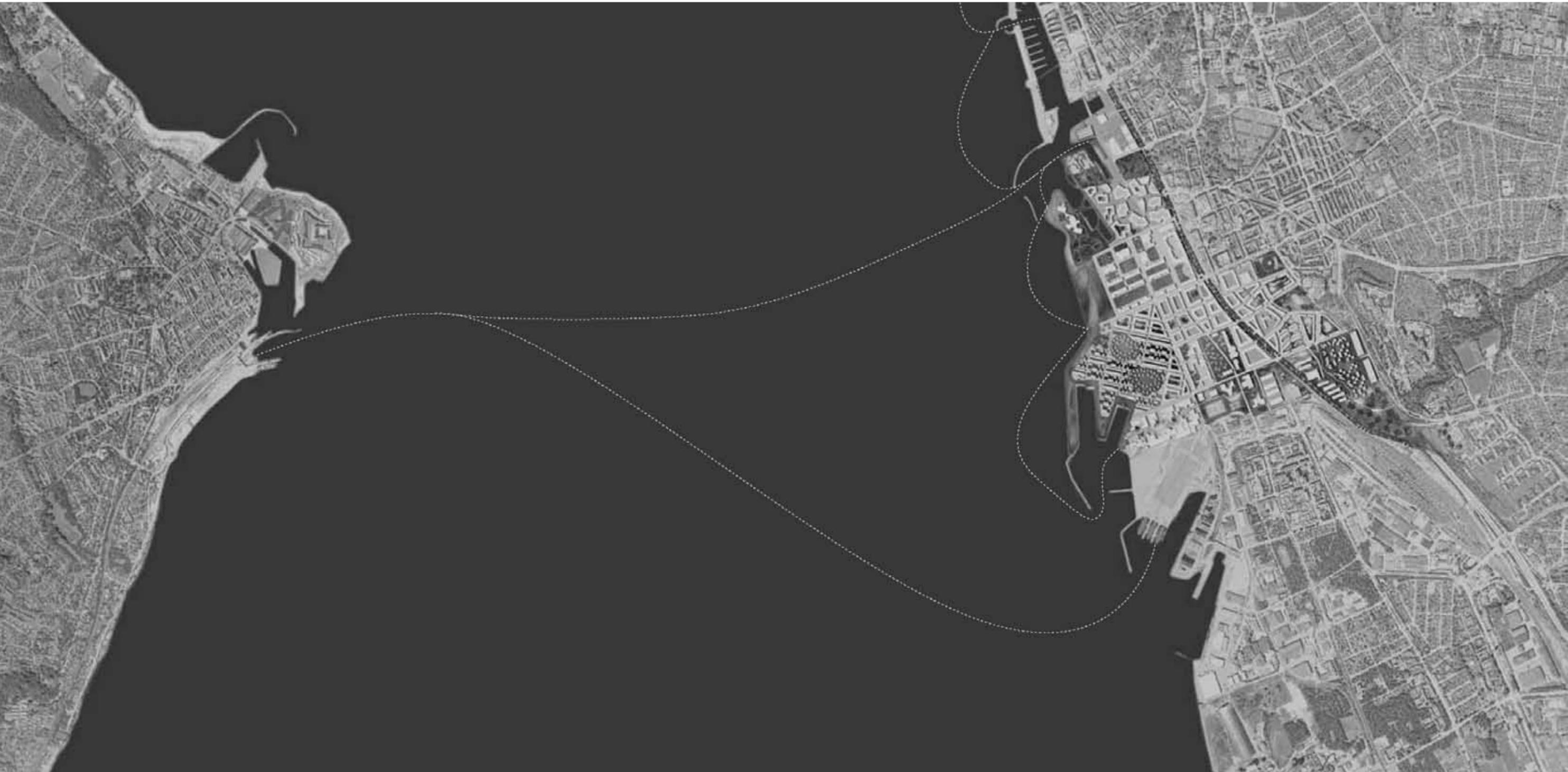


# —H+ Site Plan



Master plan: Links

# — Context



Master plan: Structure Plan

# —Structure Plan



# #IV.4

## Master plan: Program Distribution

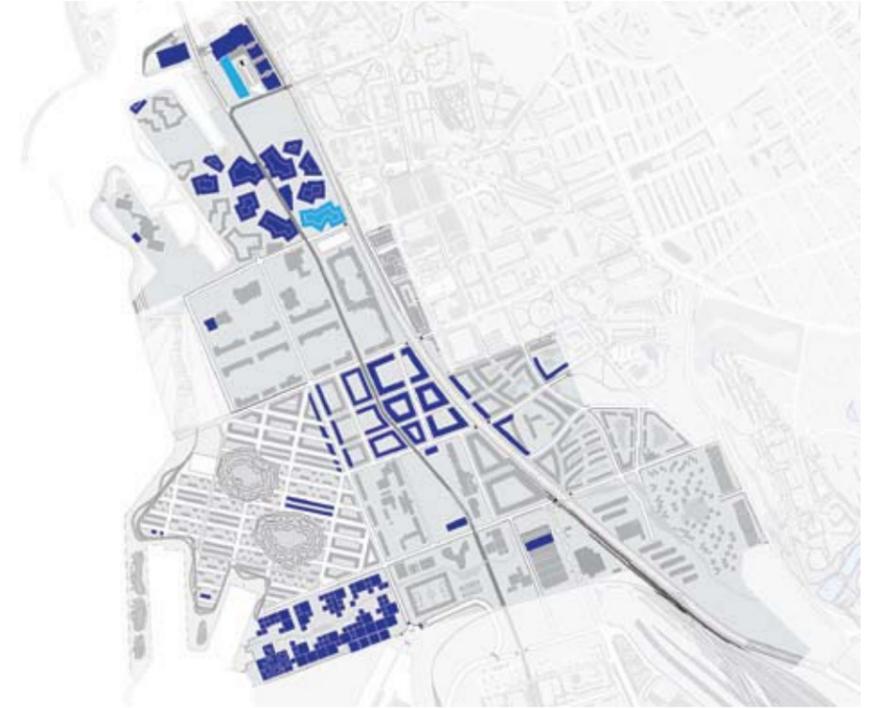
2.1 Residential



2.2 Office



2.3 Hotel/Retail



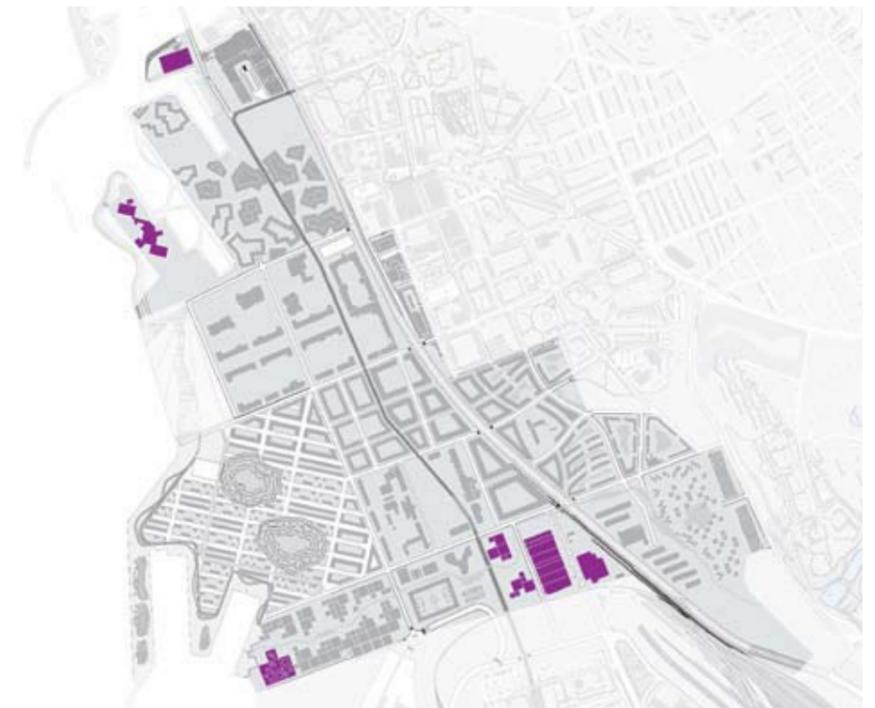
2.4 Education



2.5 Recreation



2.6 Culture



# #III.5

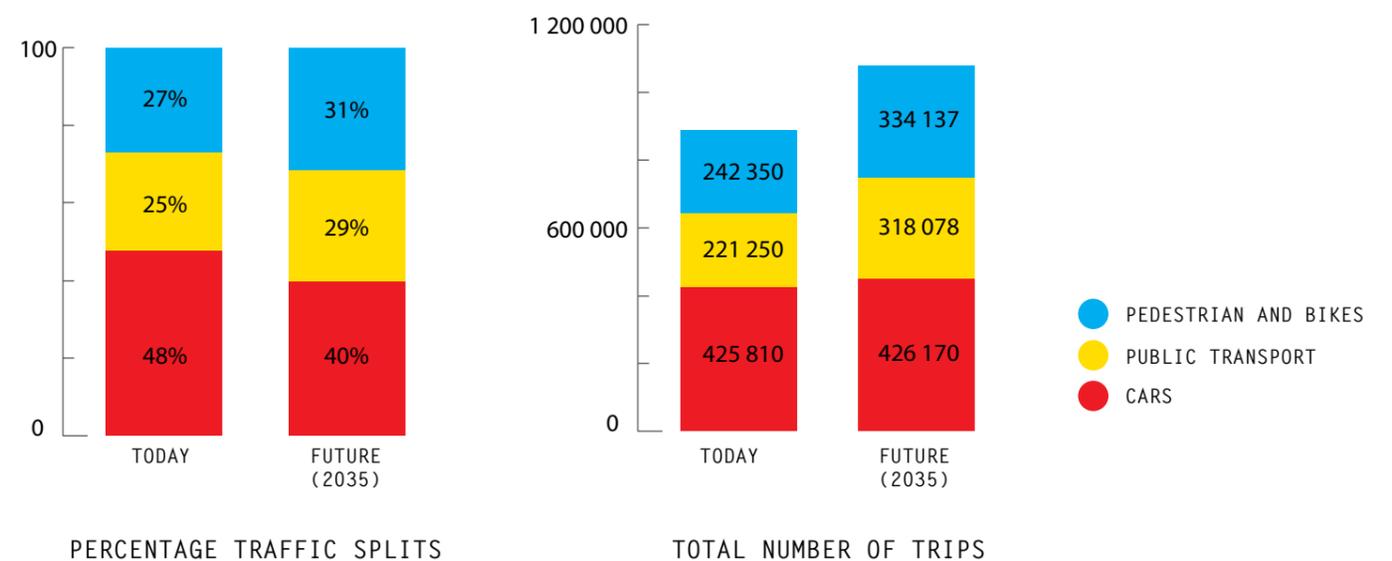
Master plan: Infrastructure

## —Traffic Neutral

The total area splits between residential and workplace programs and the layout of infrastructure and public transport have been designed to find an optimal balance that will ensure that the urban plan be realized without an increase in car traffic in Helsingborg.

In order to reach the goal of no increase in overall car traffic in the city a combination of strategies is required:

- An extensive and attractive network of pedestrian routes
- An extensive and attractive network of bike routes separated from the busiest streets
- Organization of bike rentals / city-bikes and bike parking
- Development of the network for public transport with a broader site coverage
- Prioritization of easy access for public transport in the general network
- Simple route charts with high frequency and stringent departures
- Improved conditions for intermodal changes
- Establishment of parking at city border
- Reduced parking capacity in central areas
- Paid parking
- Road toll for cars, especially in rush-hour



# — Traffic Concept

## DESIGN OF STREETS AND ROADS

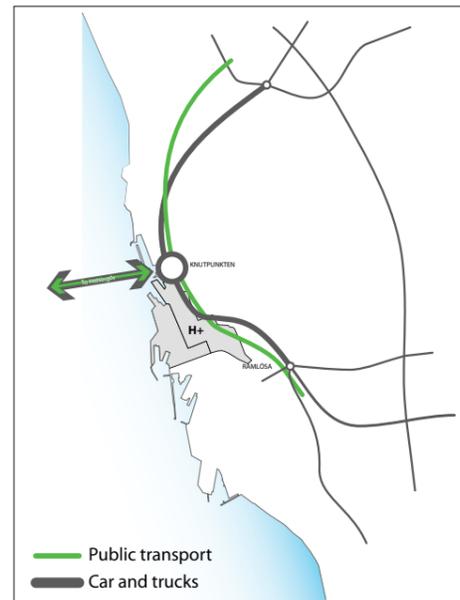
The proposed street and road network is based on a hierarchical system. The different types of roads and streets are shown in schedule below. The suggested speed and traffic volume limits are set in order to limit the negative environmental impact of the traffic (by securing a satisfactory flow in the traffic handling).

## ROADS

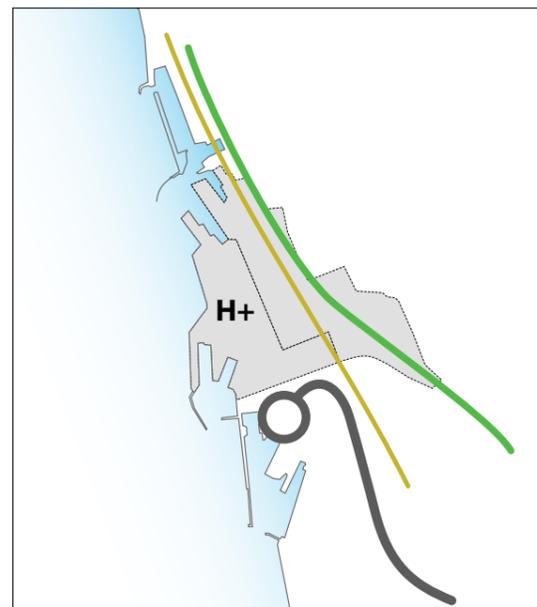
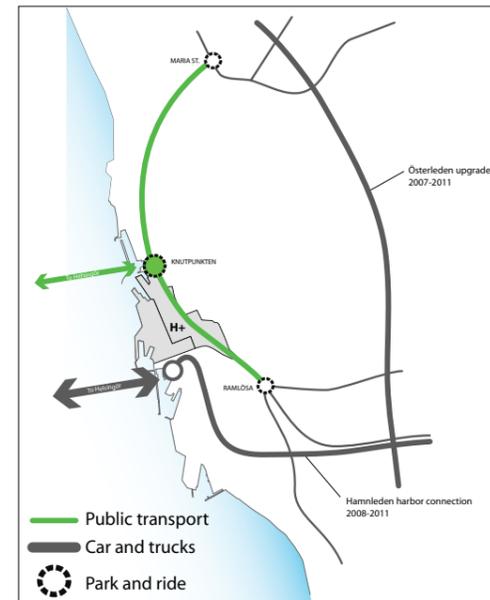
All traffic through Helsingborg is today routed via Järnvägsgatan. We suggest a parallel street linking Bredgatan to Kungsgatan. By Gåsebäck, Malmöleden is suggested to be rerouted parallel to the train marshalling area helping to liberate the area for development.



EXISTING SITUATION



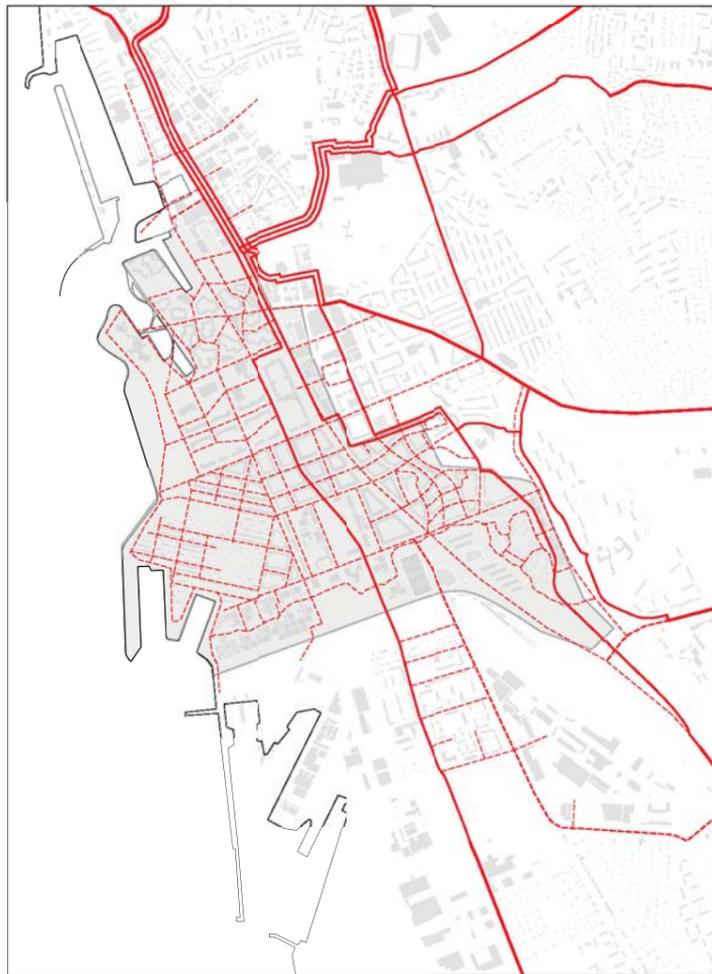
GO GREEN>>PROPOSED TRAFFIC STRATEGY



— Malmöleden /Järnvägsgatan  
— Hamnleden  
— Bredgatan

-  Public transport HUBS  
Knutpunkten  
Ramlösa Station  
Maria Station
-  Level 3A(Hamnleden )
-  Level 3B( Malmöleden/Järnvägsgatan )
-  Level 2 (city street 2 lane + cycle path)
-  Level X (public transport limited car access)
-  Shuttle boat
-  Boat connections to Helsingør

## — Bike and Pedestrian



-  Level 4 (Motorway 4 lanes two level intersections)
-  Level 3A (Havnsgade 4 lanes, one level intersections)
-  Level 3B (Jærnvægs-gaden 4 lanes, two lanes dedicated to public transport + cycle path)
-  Level 2 (city street 2 lane + cycle path)
-  Level 1 (local street 2 lane + cycle path, 20% are one way streets)
-  Level X (street dedicated to high class public transport limited car access)
-  Boat connections to Helsingør

Level	Road/street	Amount of Lanes			Type of intersection	Speed limit Km/hrs	Max yearly daily traffic (cars)
		Car traffic	Public transport	Bike traffic			
1	Local Street	2		2	In plan	30 / 40	1 000
2	Inter Local	2		2	In plan	50	4 000
3	Designated public transport street	0 - 1	2		In plan	40	500
4A	Sub Arterial	2	2		In plan	50 / 60	8 000
4B	Arterial	4			In plan	50 / 60	15 000
5	Highway	4			Clear ways	80	50 000

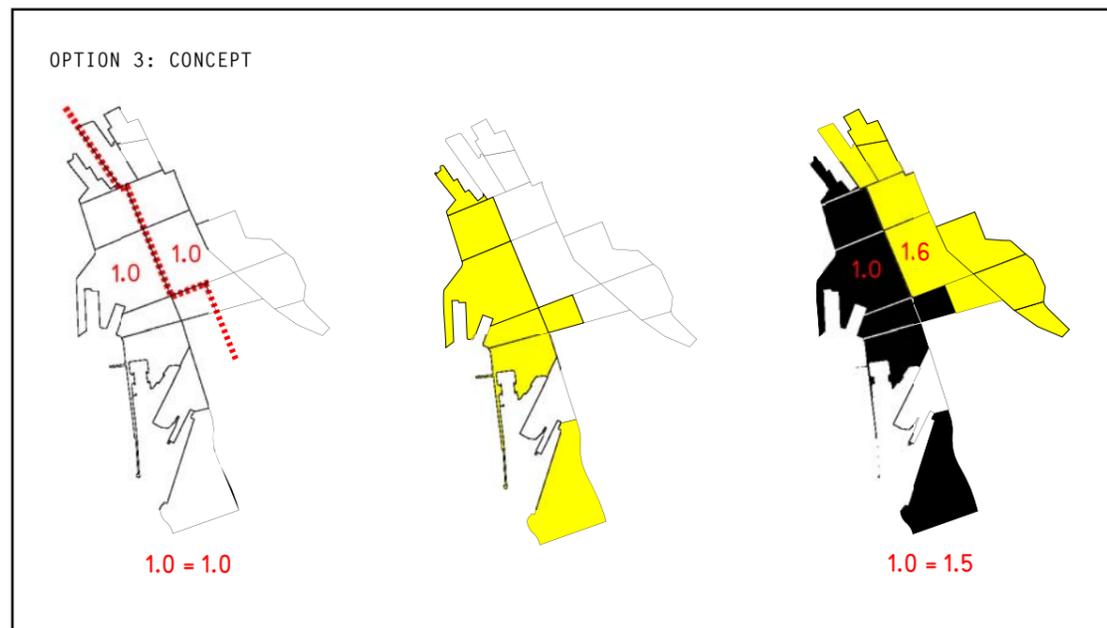
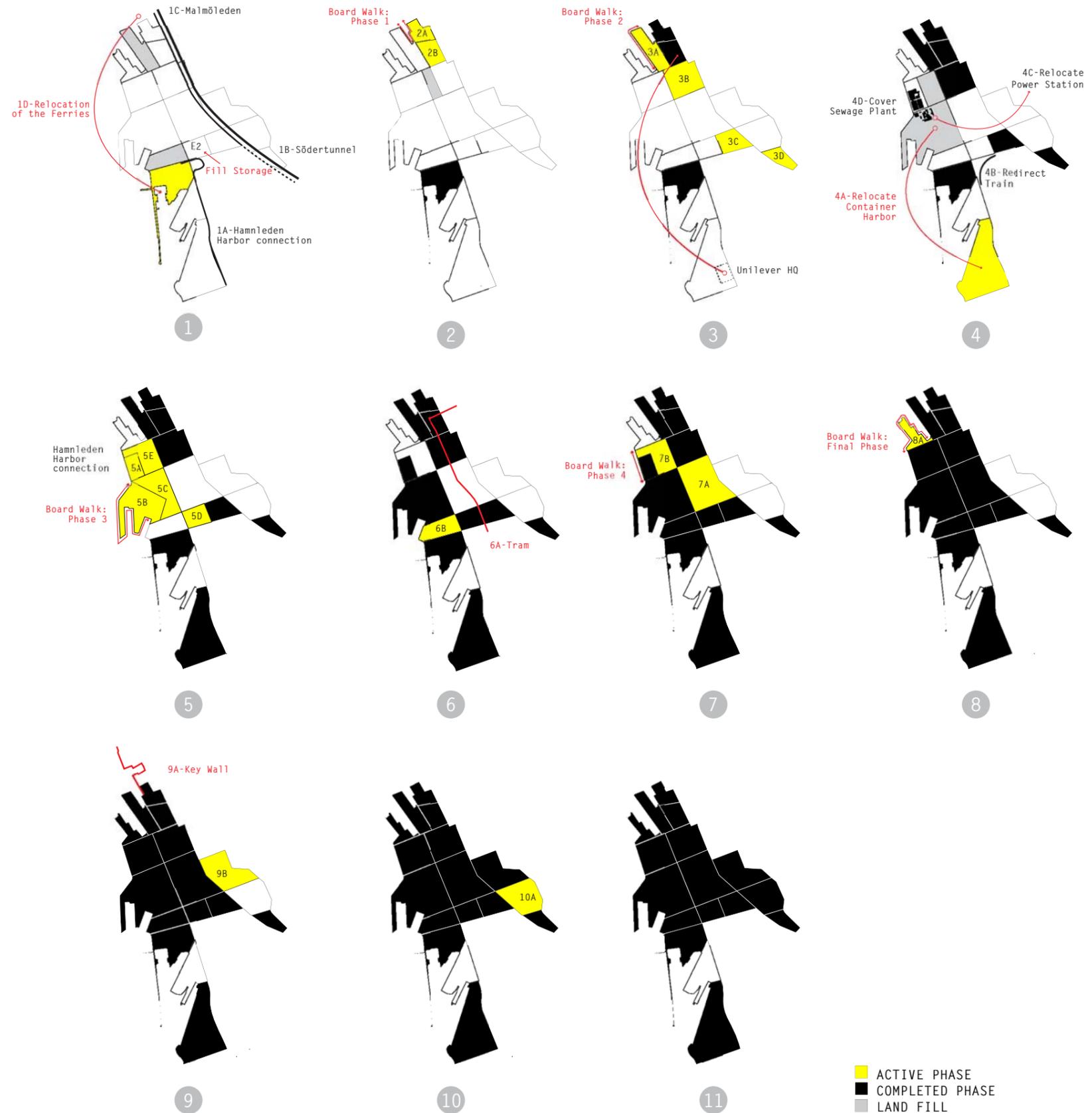
# #III.6

Master plan: Phasing Option

## — Phasing

Strategy 3: Seeks to optimize the value of the entire H+ area by liberating the waterfronts in the early stages and thereby making the inland areas more attractive. The strategy is dependent on a higher initial investment cost. However, the investment costs will be offset by dramatically increased land values. It is believed that the land value of the H+ site will rise by between 115% to 170% a result of the initial investments.

In the first stages the ferries are consolidated in a new terminal, liberating the piers for high-quality, high-value development, uncompromising by heavy infrastructure or pollution. The repositioning of the container terminal is also recommended early in the development. The removal of the container harbor will not only open valuable waterfront property up for development, but also increase the quality of the central areas of the H+ site by reducing noise, traffic and offering access to the water.



# #IV.7

Master plan: Open Space

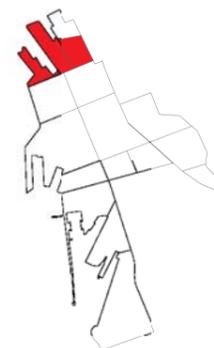
## —Stage for Open Space



GREEN LOOP



STADSPARKEN



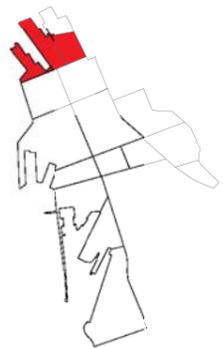
1- EXTENSION OF STADSPARKEN ACROSS JÄRNVÄGSGATAN AND THROUGH THE NEW SÖDRA HAMNEN.

TREES PLANTED ALONG PATHS DEFINE A SERIES OF GREEN POCKETS- PARKS WITHIN THE PARK.

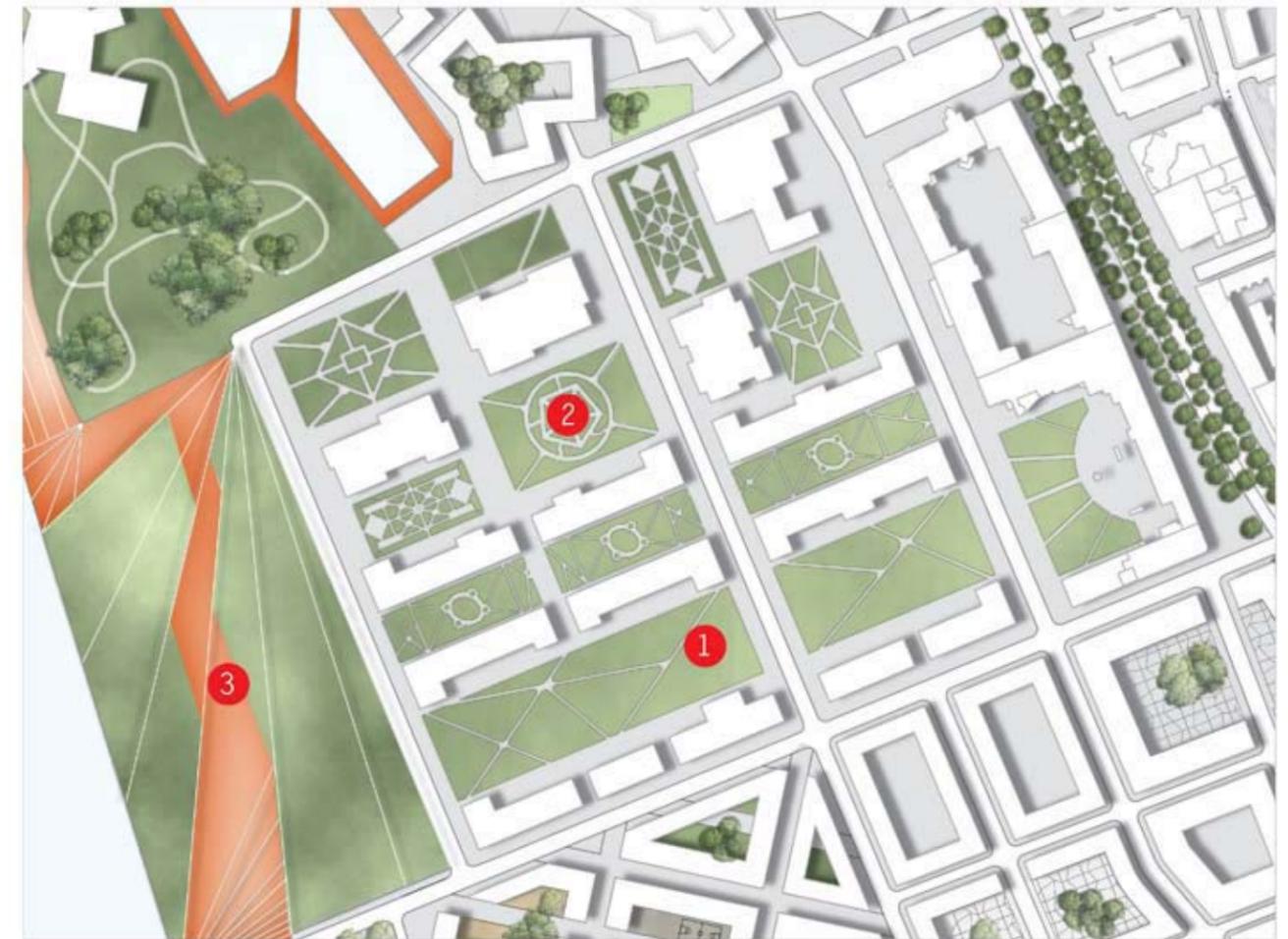
Master plan: Open Space



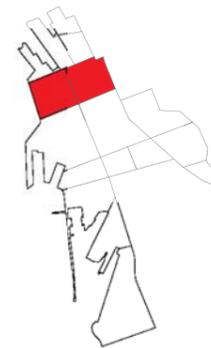
MUSEUM PARK



1- THREE DIMENSIONAL LANDSCAPING SURROUNDING THE ART MUSEUM.



CAMPUS GARDENS & SCULPTURE PARK



1- CAMPUS LAWN - MAIN GARDEN & LARGE SCALE EVENT SPACE FOR THE UNIVERSITY  
2- PERFECTLY SCULPTED GARDENS  
3- THE GRASS ROOF COVERING SEWAGE PLANT BASINS HOSTS A SCULPTURE PARK. THE WOODEN DECK OF THE BOARDWALK CONNECTS ACROSS.

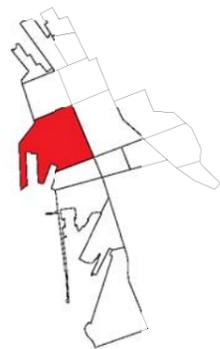
Master plan: Open Space



HILLS & POCKETS  
RIVER WALK

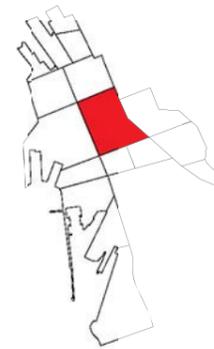
- 1- GREEN HILLS, 360 DEGREE VIEW
- 2- POCKET PARKS
- 3- RIVER WALK; RETAIL & ENTERTAINMENT

MEANDERS THROUGH A VIBRANT STREET WITH SHOPPING, RESTAURANTS, CINEMA & MUSEUM.



SOLAR PARK  
RIVER WALK

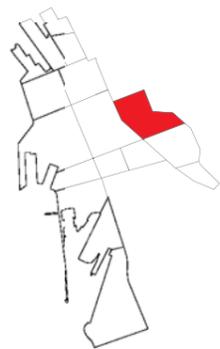
- 1- THE AREA BETWEEN THE EXISTING STRUCTURES IS UPGRADED TO A CLEARLY DEFINED PUBLIC SQUARE, BOTH A RECREATIONAL AREA FOR THE VOCATIONAL SCHOOL AND EXPERIMENTAL SOLAR PARK WHERE SOLAR PANELS COLLECT ENERGY FOR THE NEW LIVE/WORK AREA ADJACENT TO IT.
- 2+3 - RIVER WALK; CULTURE & SPORTS



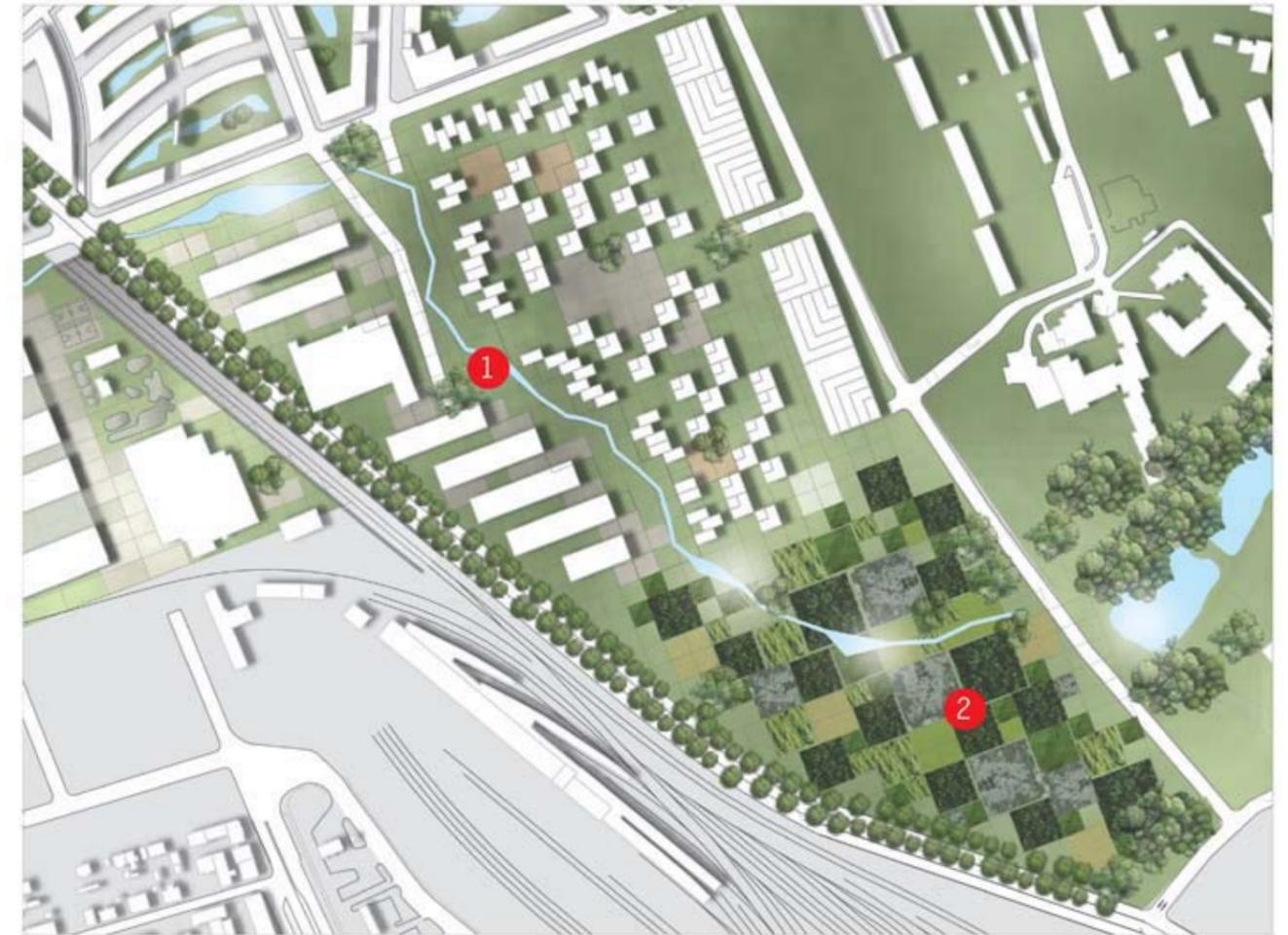
Master plan: Open Space



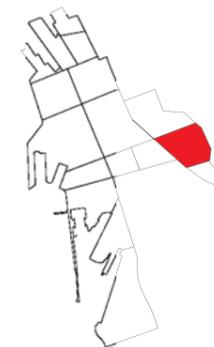
SÖDERSJÖARNA



- 1-THE COLLECTION OF SURFACE WATER TO CREATE ARTIFICIAL LAKES IS THE DEFINING ELEMENT OF A SERIES OF LARGE OPEN COURTYARDS.
- 2- THE EXISING PARK IS UPGRADED AND INTEGRATED INTO THE IDENTITY OF THE AREA



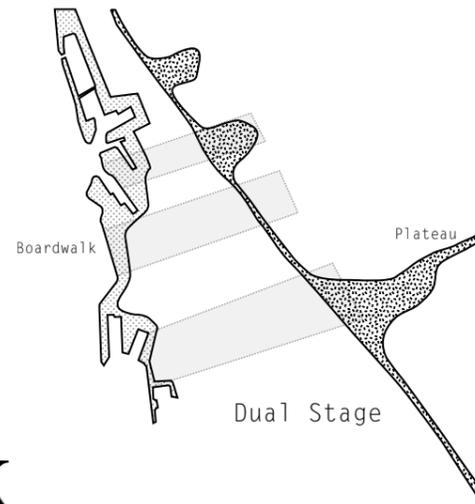
RIVER WALK  
NURSERY



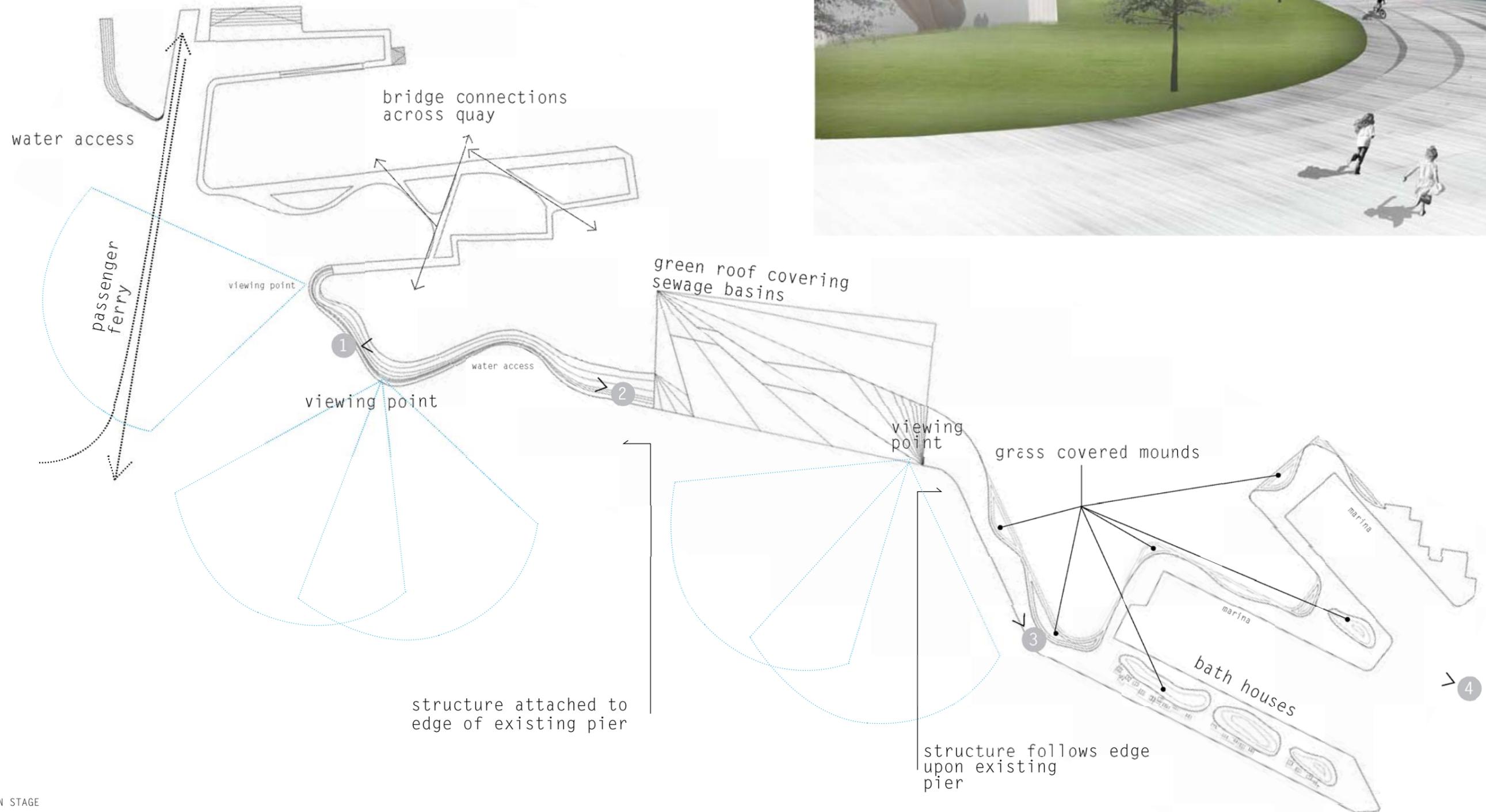
- 1- RIVER WALK; FOREST PROMENADE
- 2- NURSERY

# #IV.8

Master plan: Boardwalk



## — H+ Boardwalk



2



3



4

# #V.0

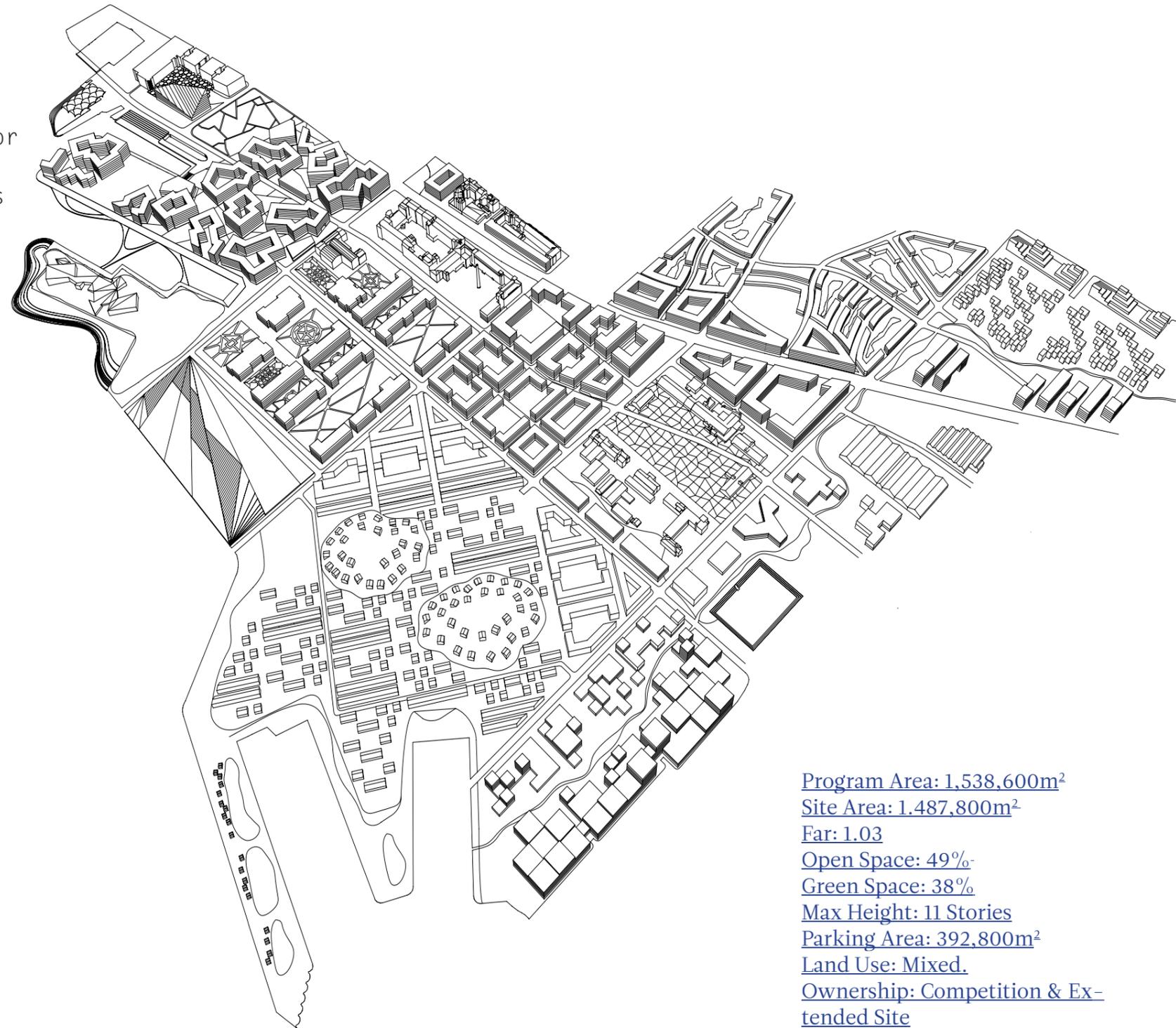
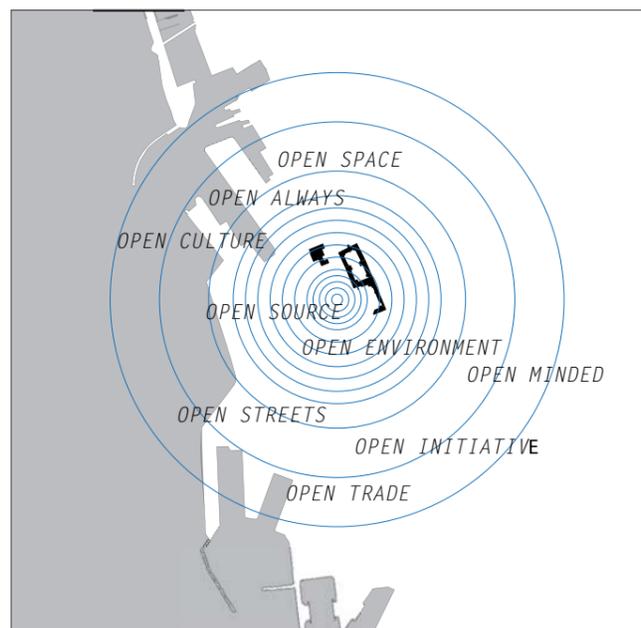
Zoom: TOTAL ZONES

## — H+ Zoom

ZOOM takes a closer look at planning scenarios for the extended H+ plan area. Building on our Brand Strategy for Helsingborg - Open Stage - we have created a conceptual platform that reflects the social and spatial structures envisioned for H+:

- Open source
- Open always
- Open initiative
- Open culture
- Open streets
- Open environment
- Open trade
- Open minded

This platform demands thinking outside of the box - searching for new identities.



[Program Area: 1,538,600m<sup>2</sup>](#)  
[Site Area: 1,487,800m<sup>2</sup>](#)  
[Far: 1.03](#)  
[Open Space: 49%](#)  
[Green Space: 38%](#)  
[Max Height: 11 Stories](#)  
[Parking Area: 392,800m<sup>2</sup>](#)  
[Land Use: Mixed.](#)  
[Ownership: Competition & Ex-  
tended Site](#)

# #V.1

Zoom: ZONE A

## —Knutpunkten

Aerial Perspective\_Knutpunkten & Marknadsplatsen



Knutpunkten is a contradiction of public space, a point of connection and division. Subjugated by the ferry terminal, the fragmentation of the city begins with Knutpunkten. Towards Jarnvägsgatan the station is an office bastion with little programmatic synergy or diversity.

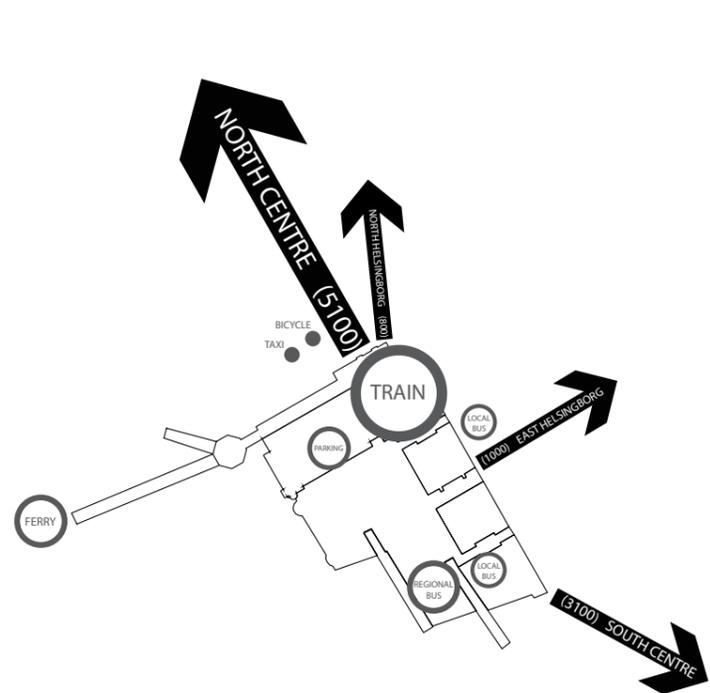
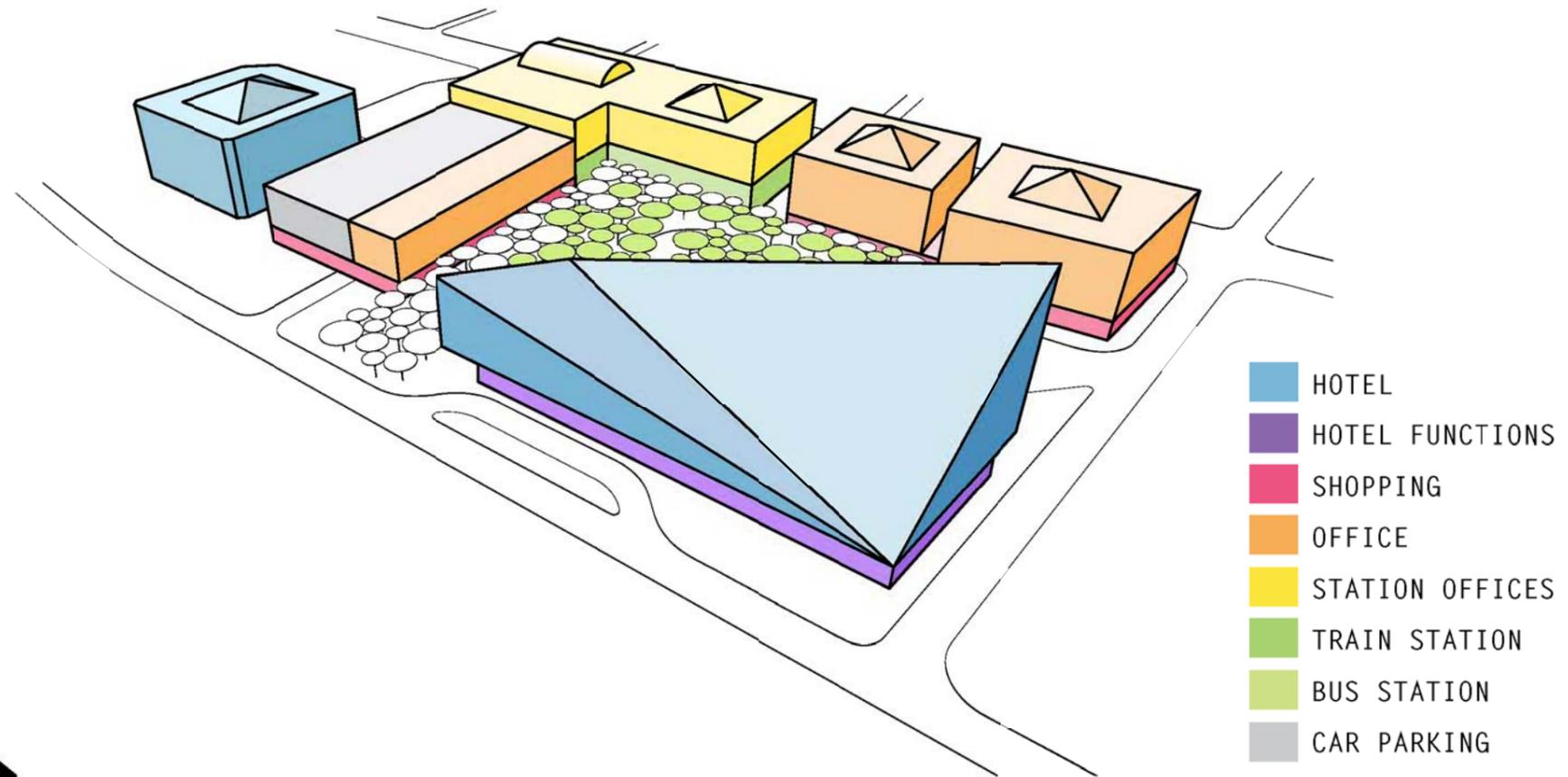
To the south, students mix fluidly with busses and cars in an expansive field of indeterminacy.

The potential of Knutpunkten is marginalized by its mono-directionality and complexity of public mobility. Not a public space, nor a commercial attractor, Knutpunkten currently does little to accelerate the development around its massive occupation. The vision for Knutpunkten beyond station is unclear, exacerbated by its attempt to do everything - load boats, transfer passengers, provide parking, organize busses - yet lacking a clear relationship to the urban fabric of the city. The orientation of the central station, in all of its parts - with the connection to the future city - is its biggest challenge.

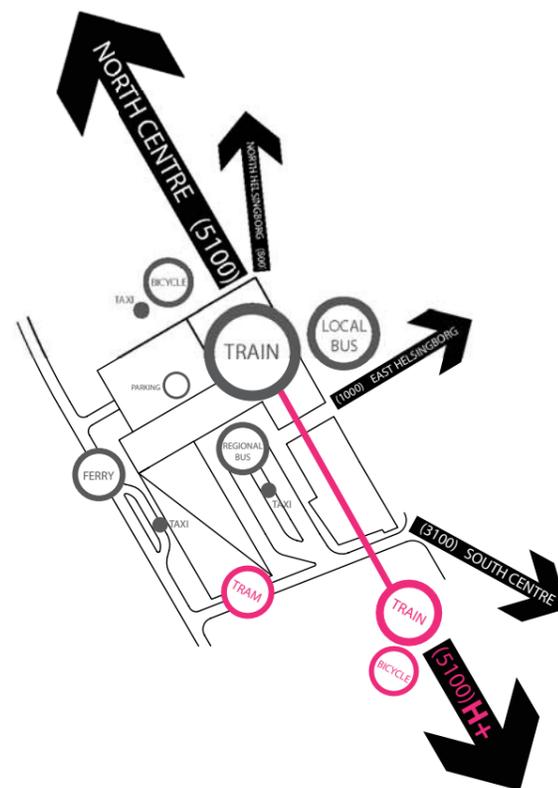
Our strategy is a consequence of this dilemma.

[Program Area: 17,500m<sup>2</sup>](#)  
[Site Area: 50,000m<sup>2</sup>](#)  
[Far: 0.35](#)  
[Parking Area: 16,500m<sup>2</sup>](#)  
[Land Use: Office/ Comm./Terminal](#)  
[Ownership: Competition Site](#)

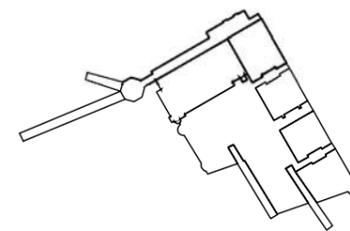
- Car oriented mobility is reduced
- Existing bus terminal is reduced and will serve regional buses and taxi stop. It will no longer be an end-terminal for local buses which will be relocated to Järnvägsgatan.
- Järnvägsgatan will have dedicated public transport lanes and extended sidewalks.
- New tram line connects to the station.
- New Station entrance towards the H+ area with direct access to the train platforms.
- Passenger-only boat to Helsingør is connected directly to Knutpunkten.
- New hotel next to the harborfront.
- Consolidating building volumes creates added commercial value and makes extended shopping facilities possible.



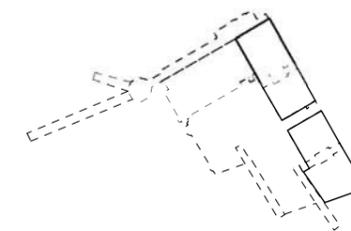
NUMBER OF PEDESTRIANS PER DAY.



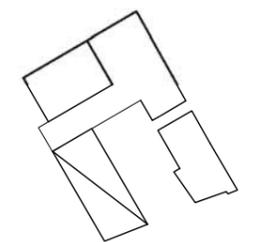
PEDESTRIANS PER DAY, POST DEVELOPMENT.



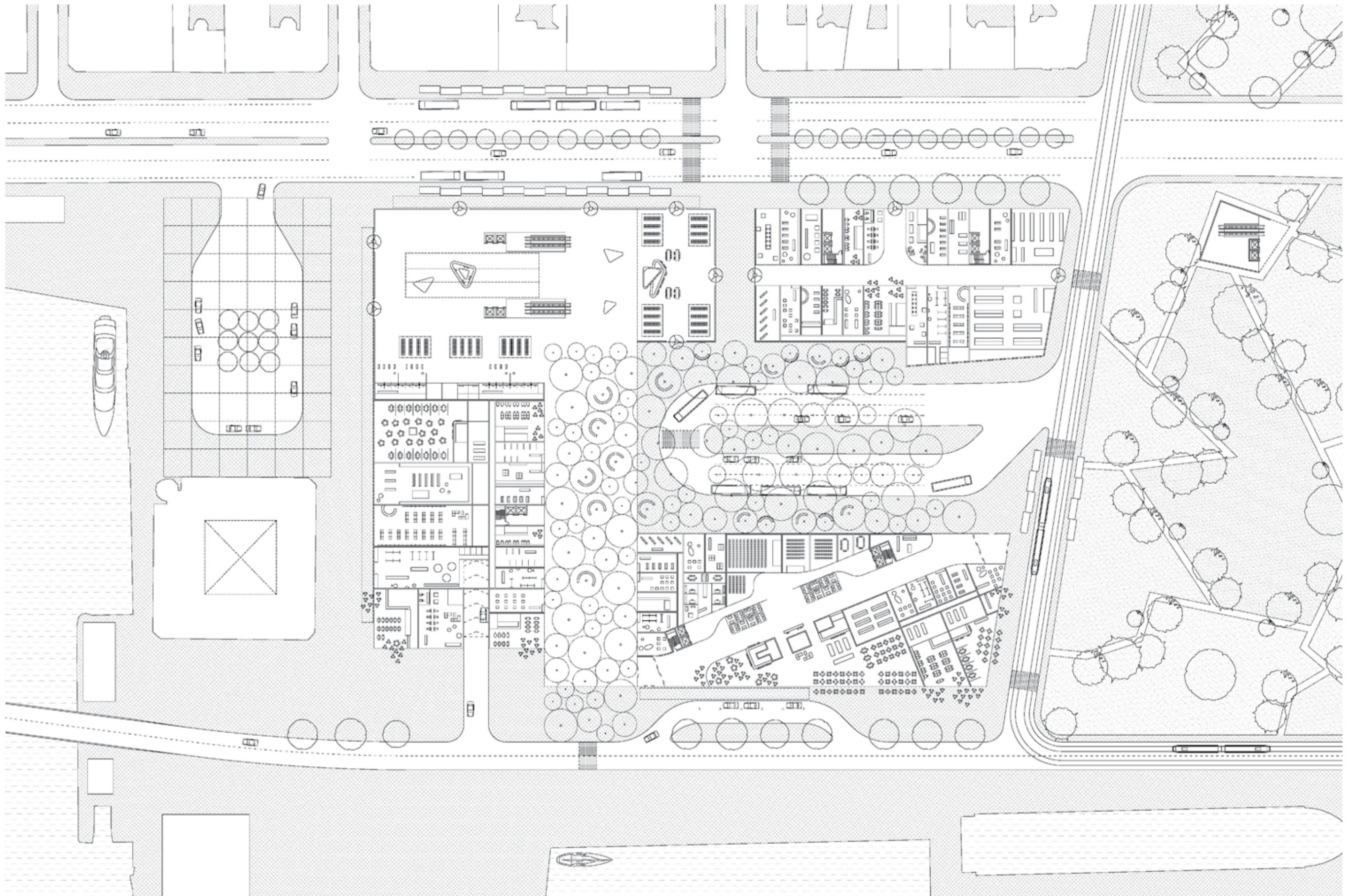
- EXISTING CONDITION

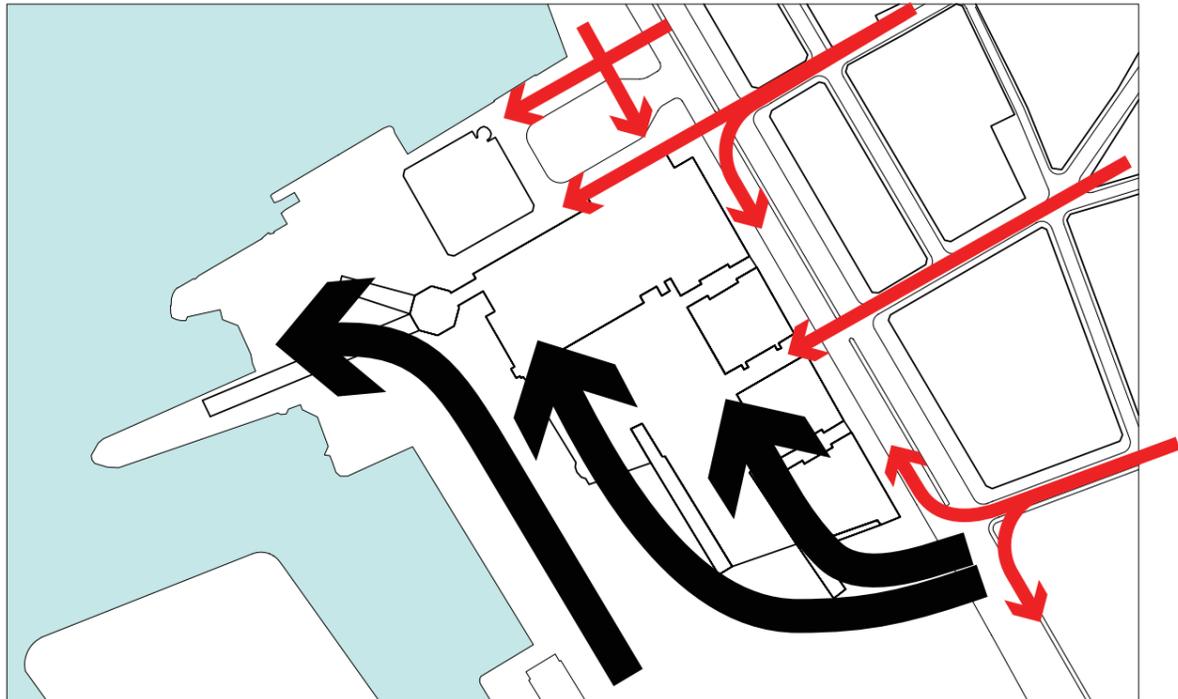


- FERRY TERMINAL FOR CARS  
- EXCESS CAR PARKING

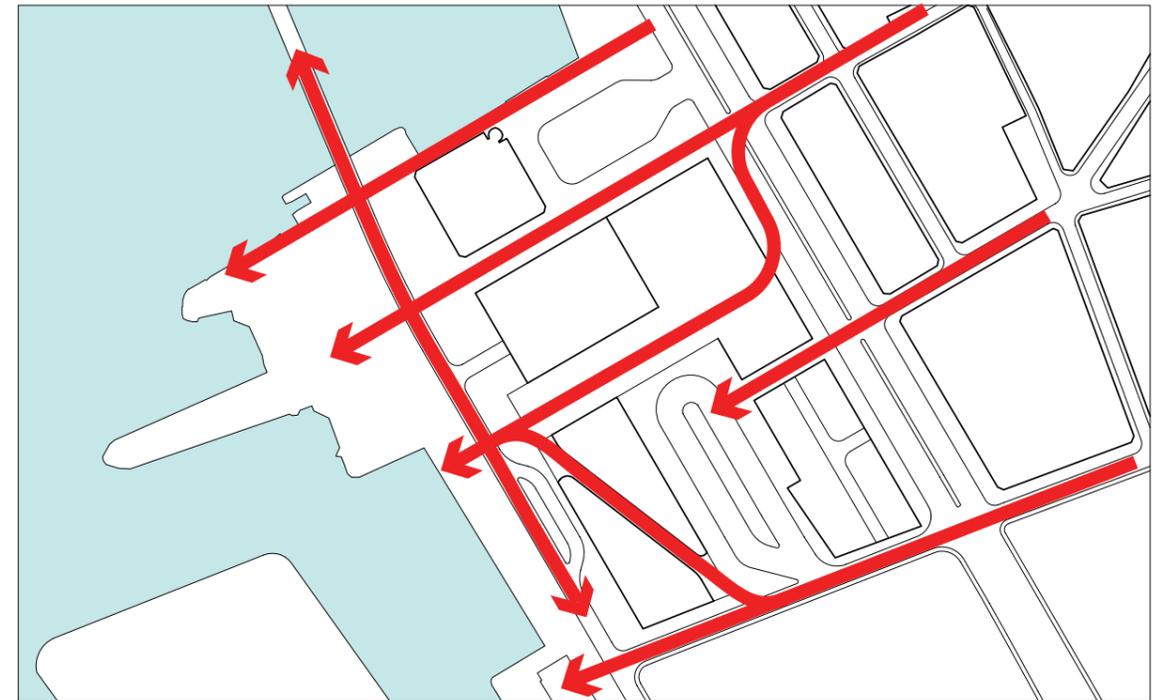


+ TRAIN ACCESS  
+ HOTEL  
+ CONSOLIDATION OF BUILDING VOLUMES  
+ ADDED COMMERCIAL VALUE  
+ WATERFRONT BOULEVARD  
+ CENTRALIZED BUS STATION

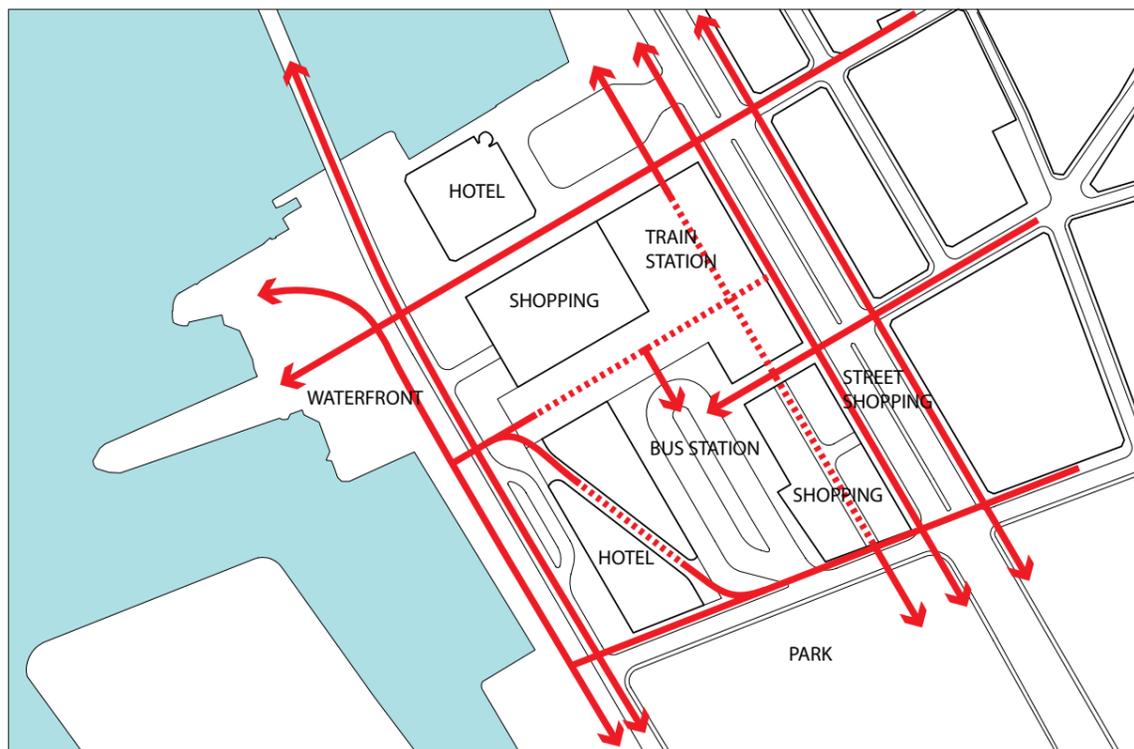




EXISTING SITUATION

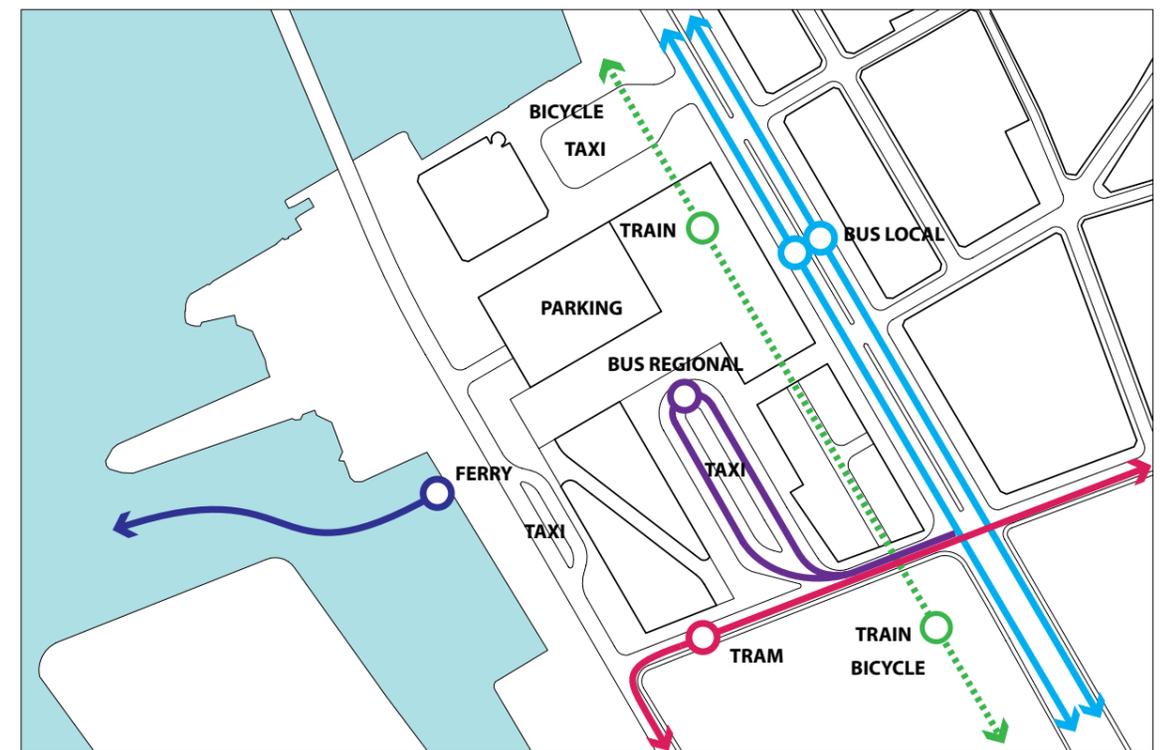


NEW PEDESTRIAN FLOW TO WATERFRONT



PEDESTRIAN FLOW

— Outdoor  
 ..... Indoor



PUBLIC TRANSPORT FLOW

NEW KNUTPUNKTEN BUS TERMINAL



# #V.2

Zoom: ZONE B1 & B2

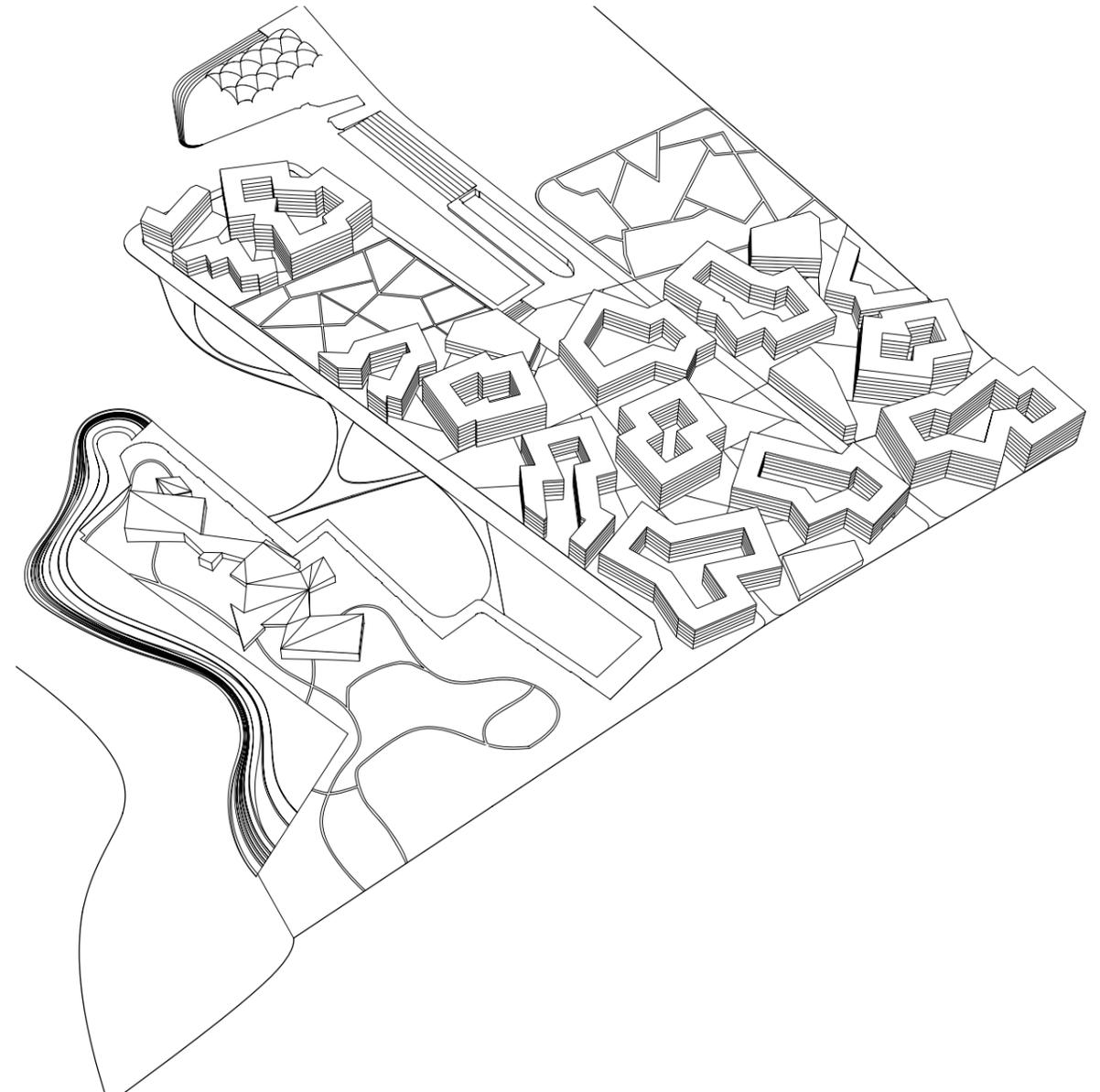
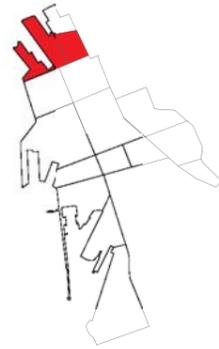
## — Södra Hamnen

The development of Södra Hamnen is the first step in unlocking the potential of H+.

The importance of the warehouses on Ocean Pier is diminishing, and with it, a small window of opportunity for the center to reach the waterfront has opened. However, the paradox is that while Ocean Pier presents a unique opportunity, it is in many ways poised to repeat the historic planning pitfalls that plague the city, creating another island that is marginally self-sufficient and largely disconnected.

Rather than waiting for the tunnel, we must relocate the ferries, now. Why wait?

The infrastructure is available. The costs are manageable. The city would be freed for growth. And with the appropriation of vast queuing areas, currently reserved for cars and trucks, a critical mass of area could be developed providing real urbanity.



[SITE B1](#)  
[Program Area: 242,000m<sup>2</sup>](#)  
[Site Area: 142,000m<sup>2</sup>](#)  
[Far: 1.8](#)  
[Max Height: 6 Stories](#)  
[Parking Area: 20,000m<sup>2</sup>](#)  
[Land Use: Residential/ Mixed Use.](#)  
[Ownership: Competition Site](#)

[SITE B2](#)  
[Program Area: 11,500m<sup>2</sup>](#)  
[Site Area: 46,000m<sup>2</sup>](#)  
[Far: 0.25](#)  
[Max Height: 3 Stories](#)  
[Parking Area: 22,500m<sup>2</sup>](#)  
[Land Use: Museum](#)  
[Ownership: Extended Site](#)

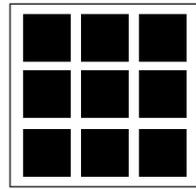


LOUISIANA MUSEUM OF MODERN ART, COPENHAGEN

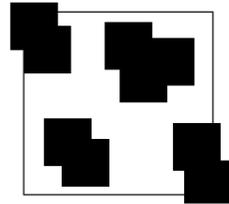


LABAN DANCE CENTER, LONDON, HERZOG&DEMEURON

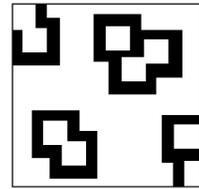
STRUCTURAL STRATEGY



GRID



CLASHING OF BLOCKS



INSERTING COURTYARDS



CREATING POROSITY ON STREET LEVEL



Our proposal employs two known urban tools in creating a third, hybrid one. The Cerda grid from Barcelona uses a system of 'cut' corners creating large intersections in an otherwise dense city fabric. The second tool is the public court as seen in the commercial center of Fünf Höfe in Munich. The strategy applied takes 'generic' blocks ideally proportioned for offices and housing, and redistributes them with the ambition of modulating the in-between spaces.

To the east, we envision a series of connected, commercial courtyards, close to the city center. To the west, private courtyards and heterogeneous public space between the buildings - opening towards to the water.



FÜNF HÖFE, MÜNCHEN, HERZOG & DEMEURON

# #V.3

Zoom: ZONE C1, C2 & C3

## —Tretorn Campus

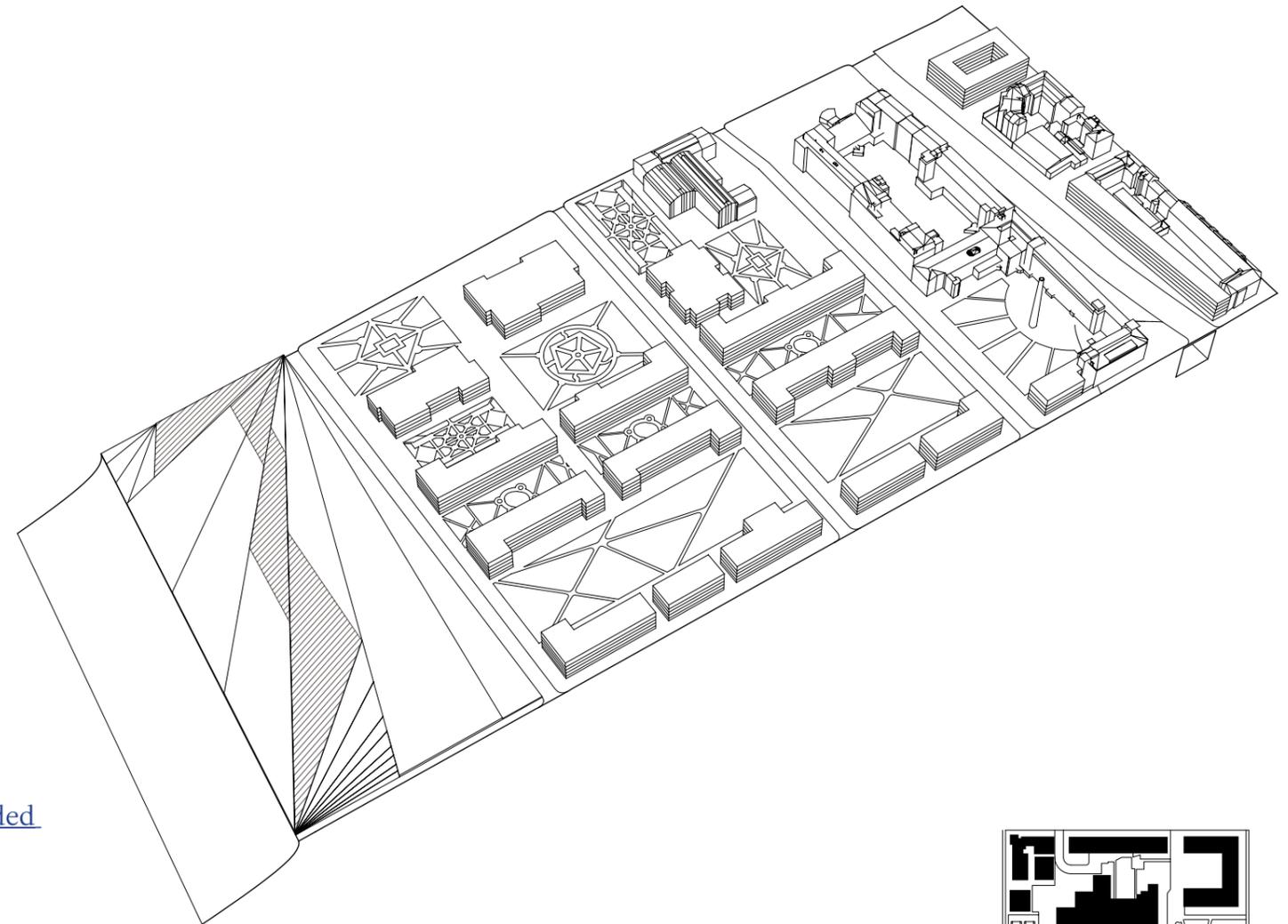
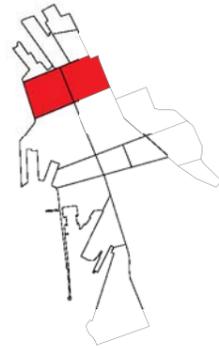
Located in the heart of the project, there's no denying the importance of Campus Helsingborg to the future direction of the city.

The university's central location, with connections to the waterfront, to the train station and the central park make it possible to use as an anchor for other urban interventions.

The campus will become an identifiable, unique place in Helsingborg, full of life and open to the public. Yet, it will also possess intimate qualities and atmospheres.

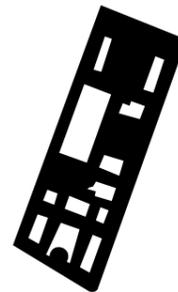
The campus will act as a filter on the north-south corridor by intersecting all major movement vectors. Campus-Boardwalk, Campus-Tram, Campus-Boulevard are three explicit junctures, yet further possibilities exist for infinite informal intersections, redirections and traverses.

This is a place where people will come, and a place where people will pass through. It will be a meeting place and a place of departure, a place of learning and of day dreaming, both opened and closed, inside and out, city and park. It will act as an anchor for the surrounding city yet be a launch pad for its students.



[Program Area: 190,000m<sup>2</sup>](#)  
[Site Area: 183,000m<sup>2</sup>](#)  
[Far: 1.1](#)  
[Max Height: 6 Stories](#)  
[Parking Area: 44,500m<sup>2</sup>](#)  
[Land Use: University/ Offices.](#)  
[Ownership: Competition & Extended site.](#)

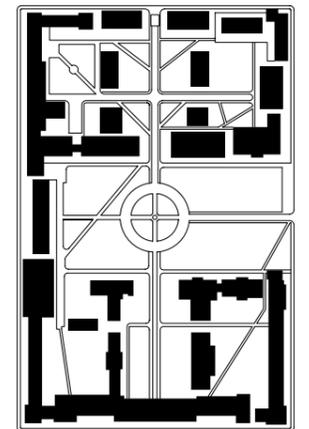
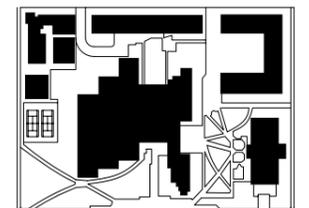
### UNIVERSITY CAMPUS; FIELD TYPOLOGIES



COURTYARD STRUCTURE  
SORBONNE UNIVERSITY, PARIS



OPEN QUAD STRUCTURE  
UNIVERSITY OF VIRGINIA, USA



COMBINATION OF CLOSED AND OPEN  
QUADS/OBJECTS IN FIELD.  
UNIVERSITY OF CHICAGO, USA



UNIVERSITY OF VIRGINIA, USA

# #V.4

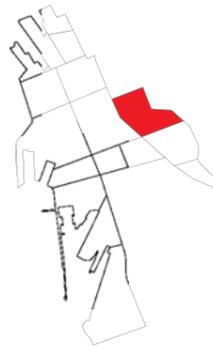
Zoom: ZONE D1

## — Södersjöarna

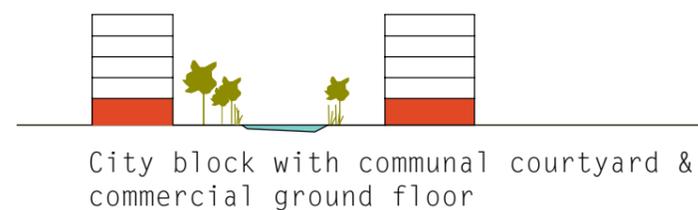
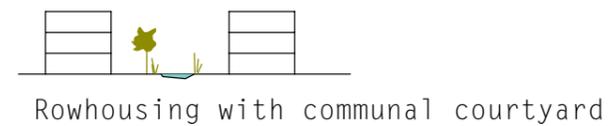
The area is envisioned as a sustainable neighborhood built entirely of wood.

Wooden construction is experiencing a revival in recent years. Increased focus on the building sector's negative effect on the environment has been a driving force behind the development.

Calculations show that for each cubic meter of wood used in a construction, 1 ton of CO<sub>2</sub> is saved as compared to other building materials. In a single family house, typically consisting of 12m<sup>3</sup>-20m<sup>3</sup> of wood, a total of 10-15 tons of CO<sub>2</sub> is 'stored' in the wood and remains there throughout the life of the house.



[Program Area: 163,000m<sup>2</sup>](#)  
[Site Area: 151,800m<sup>2</sup>](#)  
[Far: 1.1](#)  
[Max Height: 5 Stories](#)  
[Parking Area: 33,700m<sup>2</sup>](#)  
[Land Use: Residential/Mixed.](#)  
[Ownership: Competition Site](#)



YPENBURG ROW HOUSING, DEN HAAG

# #V.5

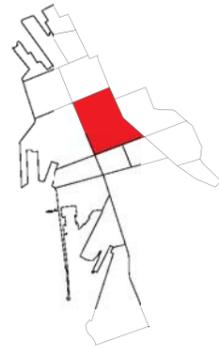
Zoom: Zone D2

## — Idé kvarteret

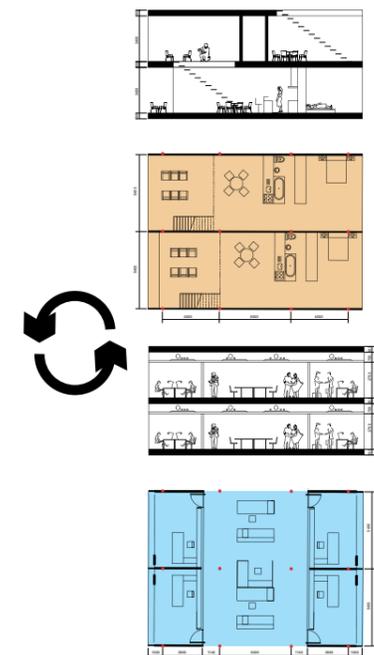
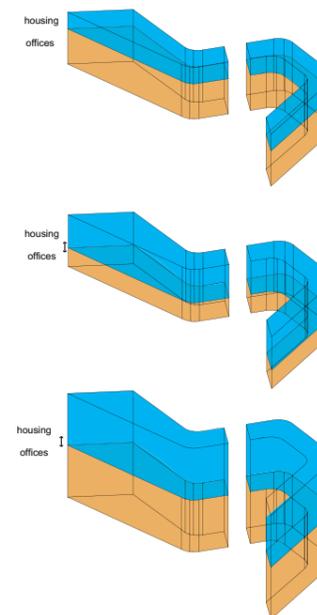
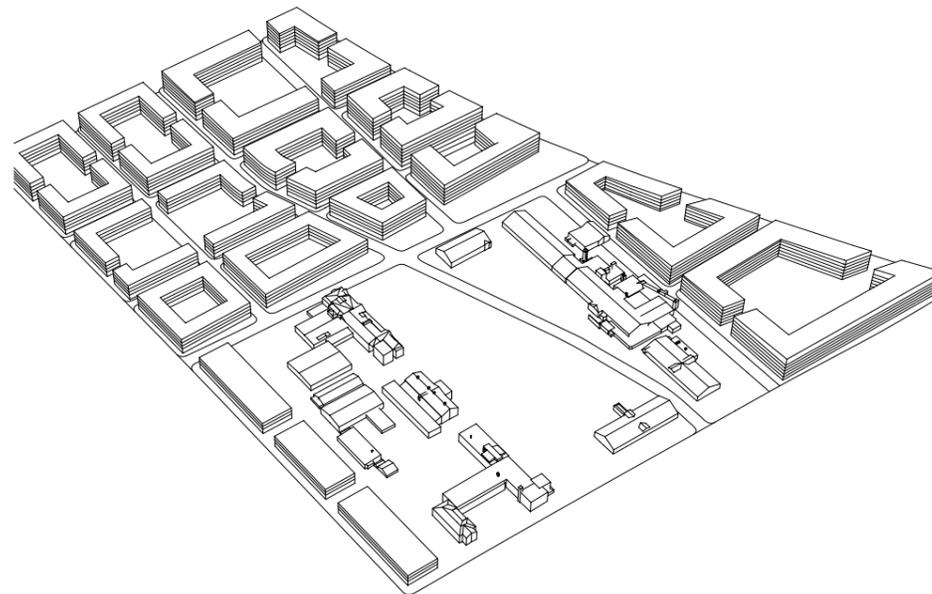
At the heart of the development in close proximity to the university, the Idekvarter will be an incubation center for new businesses. The incubation center is the interface between the city, the university, the businesses of Helsingborg. With programmatic proximities, at the center of H+ by the tram line artery the area will be a fertile ground for new business incubations and ideas.

Visiting scholars and researchers will reside here. 4-6 floors loft typology containing houses, retail, cafes, workshops, offices and incubation center - a bustling neighborhood.

Half business, half living, centrally located with a flexible layout the Ide kvarter will be able to absorb and adjust to shifting in market demands.

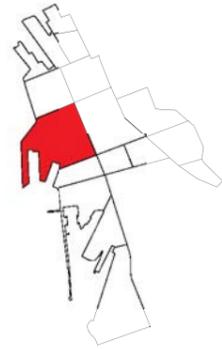


[Program Area: 270,000m<sup>2</sup>](#)  
[Site Area: 224,000m<sup>2</sup>](#)  
[Far: 1.25](#)  
[Max Height: 6 Stories](#)  
[Parking Area: 67,500m<sup>2</sup>](#)  
[Land Use: Residential/Office/Comm./ Education](#)  
[Ownership: Competition Site](#)



# #V.6

Zoom: Zone D3



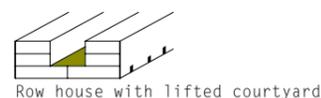
## —H+ Twin Peaks

The area is structured by a grid providing both regularity and flexibility - medium in density, low in height. Sectioning of the blocks into different development areas will ultimately result in an array of housing typologies; apartments, duplexes, row houses and penthouses all surrounded by continuous boardwalks, terraces, gardens, and patios - providing gradation of privacy, perfect views, and optimal lighting conditions.

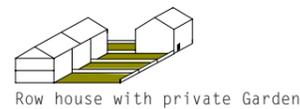
The grid is interrupted by two hills providing a strong identity and character for the area. Climbing the sides of the hills - San Francisco style - are single family residences. The plateaus are preserved as park and public viewing platforms.

[Program Area: 220,000m<sup>2</sup>](#)  
[Site Area: 300,000m<sup>2</sup>](#)  
[Far: 0.75](#)  
[Max Height: 4 Stories](#)  
[Parking Area: 41,750m<sup>2</sup>](#)  
[Land Use: Residential.](#)  
[Ownership: Extended Site](#)

The streets in the area are car free; parking is contained in the hills and on the periphery of the development. Inserted into the structure is a series of small pocket parks, the size of a few housing plots or smaller, functioning as social meeting places serving the immediate local population. The pocket parks are maintained and programmed by the residents themselves.



Row house with lifted courtyard



Row house with private Garden



Hill housing



YPENBURG HOUSING, DEN HAAG, MVRDV



PALEY PARK, NY

VIEW OVER TWIN PEAKS HOUSING TOWARDS BOARDWALK AND WATERFRONT



# #V.7

Zoom: Zone E1

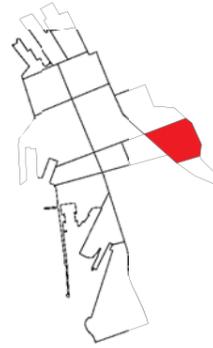
## —Gåselunden

So far a hidden place - Gåselunden is nature rediscovered by liberation of the site from its current infrastructural entrapment.

Situated besides the lush Landborgen plateau and further boosted by the opening of Gåsebäck river, it becomes an attractive community of semi detached housing, clearly defined by its natural qualities.

The nursery with its continuously changing environment of plants and trees is situated directly adjacent to the area, providing a recreational resource to the residents.

Separated from the housing area by a river promenade, is an attractive business area supplying office buildings with high visibility and easy access from the new Malmöleden.



Program Area: 100,000m<sup>2</sup>  
Site Area: 130,000m<sup>2</sup>  
Far: 0.75  
Max Height: 6 Stories  
Parking Area: 31,750m<sup>2</sup>  
Land Use: Residential/ Office.  
Ownership: Competition Site



FREDESBORGHUSENE, DENMARK, JØRN UTZON

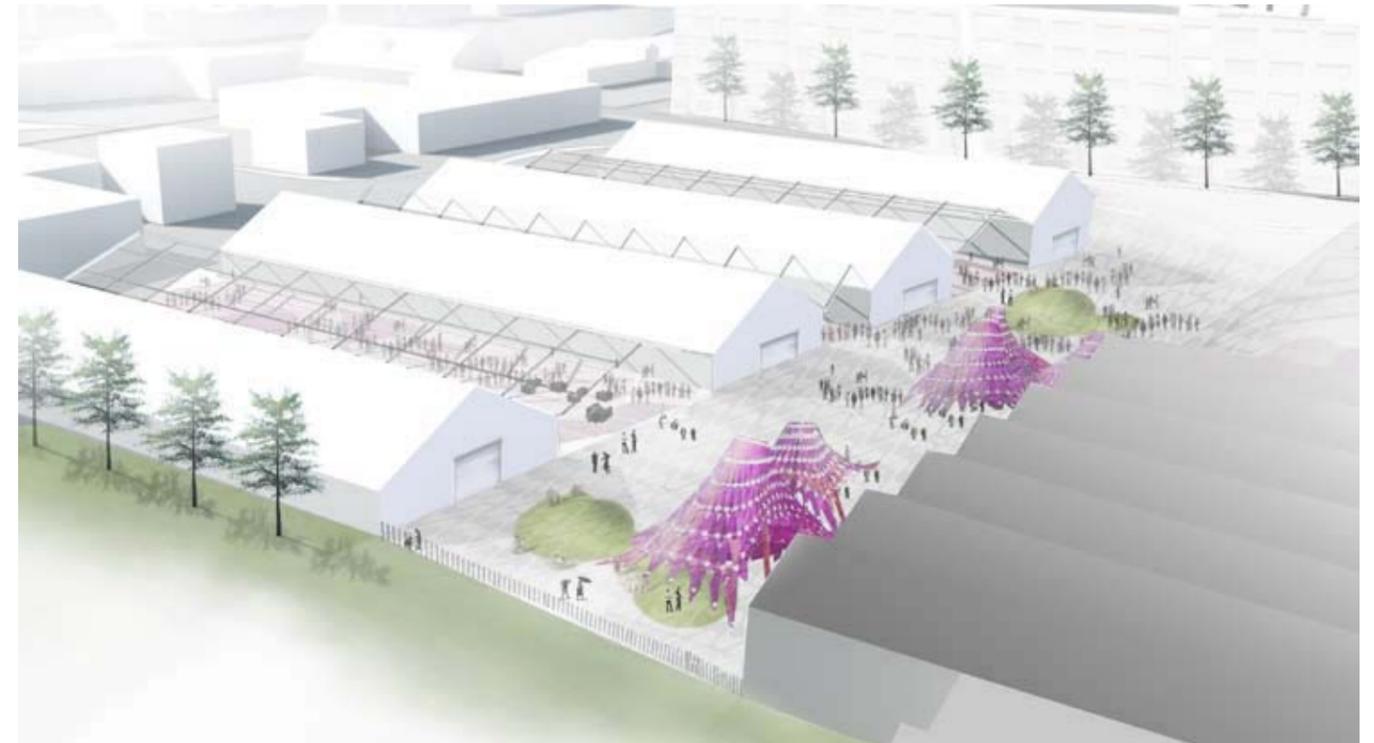
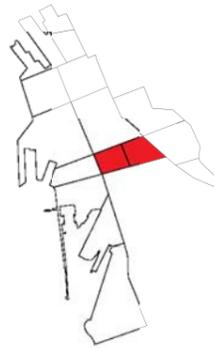
# #V.8

Zoom: Zone E2

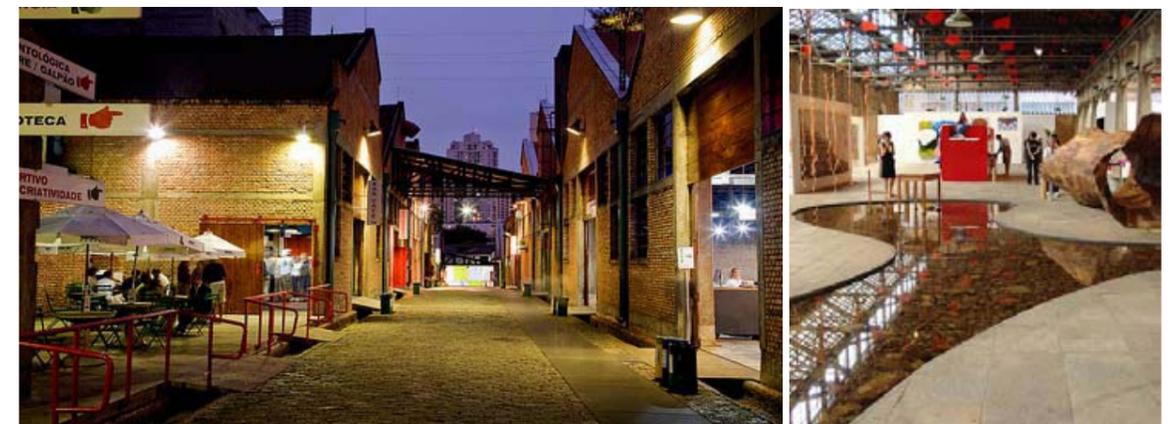
## —Jutan kulturfabrik

Culture is education. It affects the way we think, express ourselves, interact, and relate to the world around us. Many cities however are desperately seeking the emblematic signs of culture, missing the grass roots from which culture builds social frameworks.

Jutan is a great success story. Inundated with infrastructure, Jutan flourishes, in disregard of its accumulated planning disparities. The facilities are not the result of an architectural design response but sheer diversity in offerings, attracting people from all over the city. The people are the source of its value.



[Program Area: 35,000m<sup>2</sup>](#)  
[Site Area: 71,000m<sup>2</sup>](#)  
[Far: 0.49](#)  
[Max Height: 3 Stories](#)  
[Parking Area: 12,500m<sup>2</sup>](#)  
[Land Use: Cultural / Sporting.](#)  
[Ownership: Competition Site](#)



POMPEIA COMMUNITY CENTER, SAO PAULO, LINA BO BARDI

# #V.9

Zoom: Zone E3

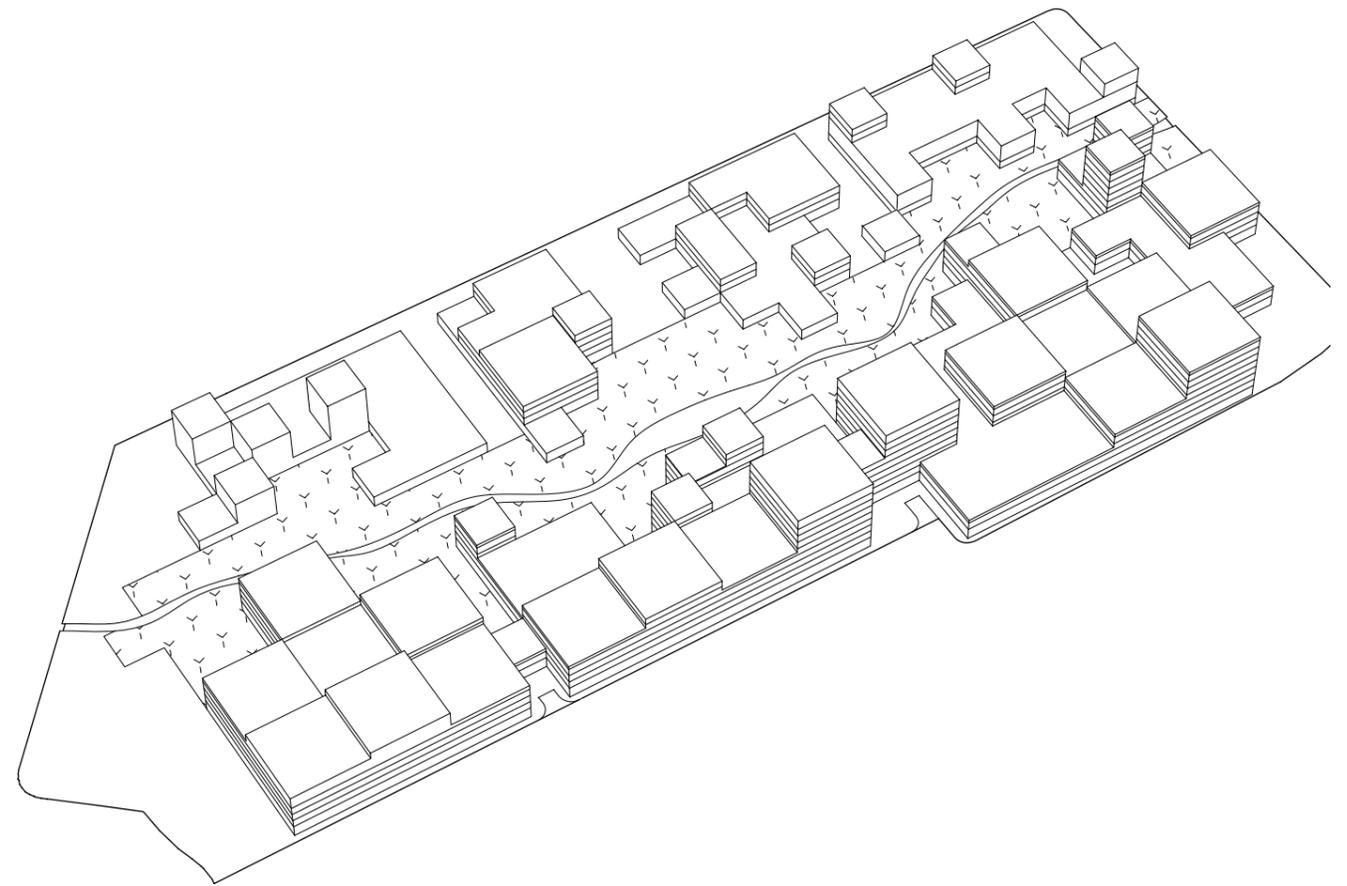
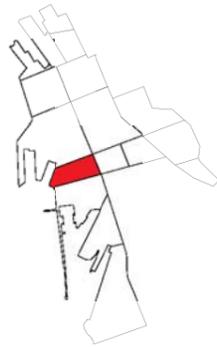
## —Gåsebäck Dalgång

The re-opened Gåsebäck district, which has undergone massive transformation and has assimilated a great influx of civic program, is now pulled to the water's edge by the bustling Riverwalk. Here, new south-side shopping is urban and natural, a destination and a local center. The Riverwalk organizes the site by mediating a diverse array of programs (housing, industry, culture, and open space) with the restored Gåsebäck Stream. It is exactly these conditions combined with the qualities of its outdoor spaces that give this place its special character.

[Program Area: 164,000m<sup>2</sup>](#)  
[Site Area: 140,000m<sup>2</sup>](#)  
[Far: 1.2](#)  
[Max Height: 8 Stories](#)  
[Parking Area: 55,000m<sup>2</sup>](#)  
[Land Use: Residential/Office/Comm.](#)  
[Ownership: Extended site](#)

### Four Directions:

- Towards the city, a smaller scale fabric mixes housing, offices and commercial and connects to the 'Twin Peaks' residential development.
- Large shopping along the Southern edge provides a buffer to the harbor and the regional road network via Hamnleden.
- The Culture Factory to the west create a soft transition with easy access from the local neighbourhoods.
- The boardwalk, following the edges of the former container quays snakes its way from the east and meets the Riverwalk, completing a loop of paths that encircle and connect the entire H+ area.



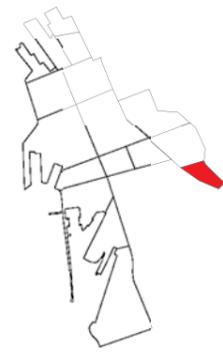
# #V.10

Zoom: Zone F

## —Plantskolan

The nursery brings horticulture close to the project and its residents. H+ is an ambitious, long-term development plan, requiring special facilities for not only supply, but as well research and education.

This business plan nurtures the collective curiosity of people and supports the open space plan as one of the driving forces of the project.



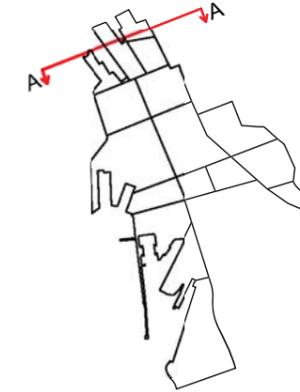
[Program Area: 2,000m<sup>2</sup>](#)  
[Site Area: 47,000m<sup>2</sup>](#)  
[Far: 0.05](#)  
[Max Height: 1 Stories](#)  
[Parking Area: 1,750m<sup>2</sup>](#)  
[Land Use: Nursery and Gardens](#)  
[Ownership: Competition Site](#)



# #V.12

Zoom: Lateral Sections

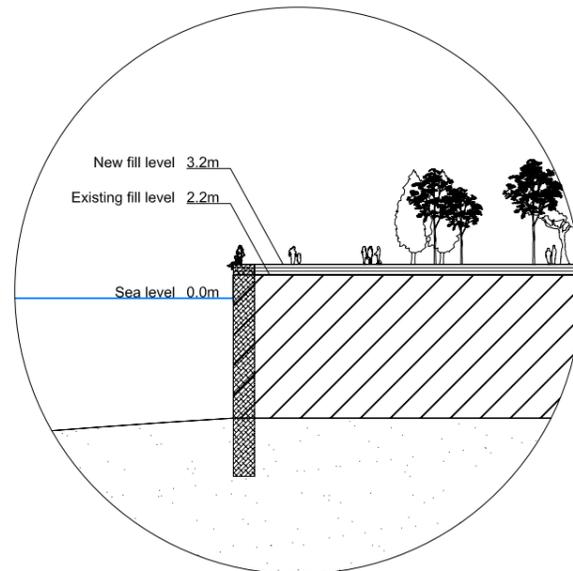
## —Detailed Sections



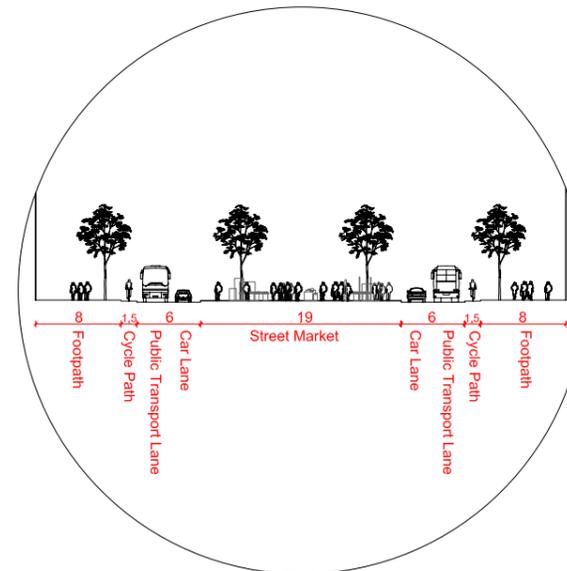
Through Stadsparken, past the new station entrance and down towards the water.



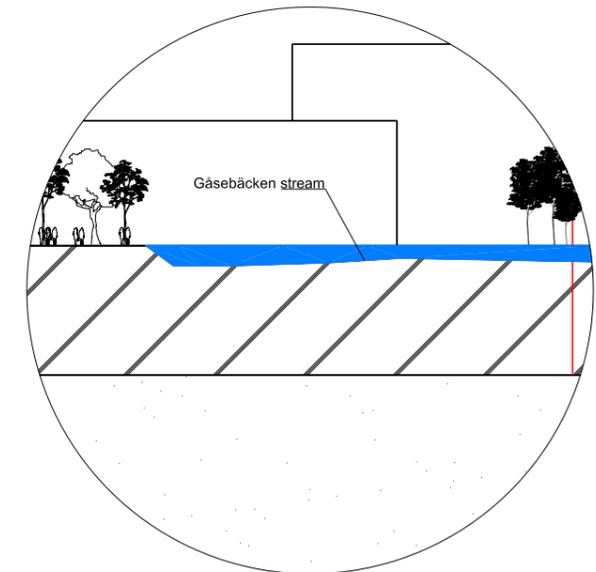
DETAIL 1 - Street Dimensions  
SE301 1:500



DETAIL 3 - Boardwalk  
SE303 1:500



DETAIL 4 - Street Dimensions  
SE304 1:500



DETAIL 6 - Leisure  
SE306 1:500



**SPORT**  
Henrik Larsson did it again  
Page...



**CULTURE**  
Exhibition Caroline Mårtensson extended  
Page...



**LIVING**  
New busterterminal Helsingborg  
Page...



**LIFE & STYLE**  
Helsingborg Culinary City for the third time in a row  
Page...



# HELSEINGBORG'S DAGBLAD

WEDNESDAY 22 AUGUST 2035

PRICE 15 KRONE



Birdsview proposal H+

## Helsingborg celebrates the completion of H+

**THE FINAL PHASES OF THE H+ URBAN DEVELOPMENT ARE REACHING ITS COMPLETION.**

Helsingborg has experienced a period of 25 years of unprecedented growth and optimism. A success story of urban renewal and economic development now makes a strong promise for the future of the city.

It is widely believed that the success of the city's extensive network of public transport would not have been achieved without the development and investment that has gone into the H+ area.



"We made some big investments in the infrastructure of the city early on, which settled the ambitions once and for all. By liberating the central harbor areas, cleaning up the barriers and opening up the waterfront qualities for public access, we settled the base of our ambitions"

"I think people should go out and experience and enjoy our parks and green spaces in the area, they are really starting to show themselves in their full glory now, I'm

especially happy to see that the trees at the university Campus and at Nya Stadsparken are reaching full size. In addition, we have managed to get the Tretorn tree to grow at the Campus. People never think about it, but it takes a lot longer for a tree to grow up than to build a house," says Chief Landscape Architect for Helsingborg Josette Dahlin.

These visions of the new Helsingborg survived the recession in the early days and proved to be the answer to our way out of the crisis.

"We knew this was a major undertaking, and anticipated it would go slow, but in fact the plans seemed to take on a life and logic of its own. It's an amazing feeling to see all that we have achieved in such a relatively short time..." says the Stadsplanchef, Helle Danielsson

"Today, I think every Helsingborger feels proud and some level of collective ownership to the new Helsingborg. The waterfront has become truly public and accessible, the investments in education, business and culture has already given promising results. When we started the project in 2008, our biggest vision was a tunnel to Denmark. Today nobody thinks about that anymore. Nobody wants to leave..."



Jutan Kulturfabrik, Jeu de Boule for the elderly

Photo: Frida Henrikson

### Jutan Kulturfabrik

"After years of hard work, a great deal of local enthusiasm and high expectations – we are finally there. It's a great moment" says founder and artistic director of Jutan Kulturfabrik, Thomas Willen.

Last weekend was the grand opening of the New Cultural arena in Helsingborg.

The former industrial area has undergone intensive development including the conversion of several structures which, combined with Jutan, forms the Kulturfabrik - a center for cultural exchange and expression.

The press release of Jutan Kulturfabriken reads: "Jutan Kulturfabrik has as its aim to become a diverse and vital meeting place for all generations in Helsingborg."

"Culture affects the way we think, express ourselves, interact, and relate to the world around us. We aim not only to offer a diversity

of events, but also a contribution to lasting and significant social experiences" Willen explains.

"The idea was born during a recent study trip to Brazil. In the State of São Paulo, we visited a well known local cultural center, SESC which opened in the seventies, more than sixty years ago. SESC - The Social Service of Commerce – was in many ways similar to our own situation, starting with a local initiative and transforming the potential of an old industrial location into a new center for culture, including exhibition halls, sports facilities, theatre stages, library, restaurants, and swimming facilities. Inspired by this experience we returned to Helsingborg and immediately started looking for opportunities here. We knew we had struck gold... From that moment on we were unstoppable."

We are now already working to-

gether with the SESC organization on an exchange program and will share resources in our educational program as well as with our first travelling exhibition."

Today SESC operates 30 facilities, offering social tourism activities, health and environment education programs, special programs for children and senior citizens.

"In this way SESC develops an informal and permanent education platform with the purpose of valorizing the people, encouraging personal autonomy, interaction and contact with different ways of thinking, expression, acting and feeling."



REDIGERING: LARS LJUNGGREN



# HD CULTURE

WEDNESDAY 22 AUGUST 2035

## The 42nd Helsingborg Festival kicks off

The opening concert at the new Jutan Kulturfabrik main stage was the long anticipated kick off for the Helsingborg Festival.

Coming up is Five Days of Music, Culture, Food and Entertainment with a great number of artists and exciting events all over the City, Parks, Stages and Waterfront Arenas.

Yesterday's concert at the new main stage at the Jutan Kulturfabrik was filled to the rim as expected, 5000 visitors in total.

"25 years ago, when I took over as the youngest festival director in the history of the Festival, we had about 500 000 visitors during a 3 days festival. The last 10 years we have doubled that number and since then we also expanded the Festival to a full week program.

When I took over it was already a popular event, the arenas themselves were the limitations. Now we have the stages it takes - and the confidence to invite the really big names. Today the sponsors are calling us. And not only the local ones." says Torben Alm. Since 2008 Helsingborg Festival

has been hosted by the Helsingborg City itself and it offers free access to all its events and concerts.

Gröningen, Sundstorget, Henry Dunkers plats, Stadsparken and Gustav Adolfs Torg are some of the traditional arenas that lifts forward the unique atmospheres of Helsingborg. Since the opening of the Waterfront, the Museumpark and the new University Arena and now also the Jutan Kulturfabrik, it keeps growing.

"We want to keep the best of two worlds, both the traditions of a diversity, and a high quality music program"

The last years the diversity of the program has been steadily expanding, especially through daytime events like special programs for children and senior citizens, including open artists studios, dance classes, and interactive music software for all ages.

Later this week, starting Tuesday, international VJ BarMC and local artists will transmit sound and images in real time throughout



Helsingborg Festival 2034

Photo: Linnea Ohlin

the city on special screens. As usual the weeks program is packed for a number of Stages all over the City, which will offer everything from Jazz, Dance-

Rock and Pop music. "We want to keep the best of two worlds, both the traditions of diversity, and a high quality musicprogram, but also experiment

with new arenas in the city, new media and expressions, and new stages for interactions and performance".

Ola Bernson



### Capital of Culture H+ 2035

Helsingborg region with the 10 towns of Skåne NW is now chosen as the cultural capital of Europe - H+ 2035.

"We are so excited. With the completion of the eco neighborhood, Jutan Kulturfabrik, the world's first environmental technology museum, Kunsthalle we felt we had a very strong application, says the proud mayor Kristina Ohlson after the election was made public late last night.

"Throughout the year, with our vision OPEN PORT, we have planned over 160 projects incorporating more than 1100 events. More than 875 000 people are involved in our wide program - We will be bringing people together to share new and lasting experiences.

The Helsingborg region's bid for European Capital of Culture consisted of two parts:

Part 1 deals with the Helsingborg region's values, visions, priorities and qualifications to become a European Capital of Culture. Part 2 is more specific, providing a presentation of some of our planned projects.

HD will publish more details from the planned program and main events in the weeks to come. The full juryreport from the evaluation process is available on our webpage.

#### H.A.M EXTENDS MÅRTENSSON EXHIBITION

Due to the success of the exhibition of recent works from artist Caroline Mårtensson Helsingborg Art Museum (H.A.M) has decided to extend the exhibition with another month. Before the exhibition moves on to Stockholm, Sept 6 - December 1, Nordin Gallery, as part of a group exhibition. So far a record of 250.000 people has visited the exhibition. The museum is planning a present-

ation with Carolina Mårtensson where she will tell about process of creating her art. Her sculptures comes from the huntingproject she has been working with in the last few years. Where hunting work as a symbol for a wider context. The lecture will take place this Saturday in the Campus Auditorium at four o'clock. There will be free entry on Saturday.

#### VANS WORLD TOUR

Skateboarding Competition will take place in Jutan Kulturfabrik this weekend. This year we have added a major Big jump, Streetskating meets Poker Skills, and Bowl Contest hosted by David Anderssen and we expect great things", says Kalle Noren of Jutan Kulturfabrik Events, adding "Being the most crowded event in the Jutan Kulturfabrik last year, be there early."

#### THE KNIFE

Back from their successful world tour they are finally back in Helsingborg. Tonight "The Knife" is playing in the park at Stora Scenen. A trailer created by Andreas Nilsson especially for the release of The Knife's Silent Shout Deluxe album, 2nd September on Brille Records. The concert will start at 19:00. See full program of the Helsingborg festivalen on page 8.



## ECONOMY

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## YESTERDAYS STOCKS

Wind Energy and finance lifted the markets on an otherwise quiet day of trading



## [H]OTEL +

[H]otel+ has sent out a press release announcing that the second quarter of 2035 is best to date and it's expected that the record will be broken already in the third quarter. Hotel CEO Johan Jönsson explains that the occupancy rate has been unprecedented. Jönsson attributes the growing success to the growing number of international companies that have moved in to the city in recent years. In addition to the grow-

ing number of business travelers the hotel has had a growing success in attracting weekend visitors. The non-business guest visits Helsingborg especially to experience the city's rich culinary and cultural life. The Caroline Mårtensson exhibition at the Helsingborg Art Museum attracted lots of visitors during the spring.

## Top CEO's meet at university campus

AMID A FLURRY of local media, a select group of the world's top CEO's arrived in the city today for the Northern Economic Summit to be held at Campus Helsingborg's new conference facility. In what is set to be at the top of their present list of priorities, Sweden's flailing neighbor, Norway, has requested an economic stimulus package to prevent it spiraling into economic recession. Attributed to a downturn in oil demand and lack of investments in research and skilled labor, Norway is fallen far from its turn of the century mantle as the world's richest country on a per capita basis. It is presently pulling all stops out to prevent the country from suffering the same fate as Iceland did, 26 years ago. Considering the extent of funds



required to drive Norway into the black, and the recent disagreements among the summit members regarding the priority of fund distribution, analysts are skeptical that the summit will do more to confuse than solve the issue at hand. In a recent interview, Madeleine Garner, head of the World Bank stated that greater unity must be sought across all spheres in order to avoid the almost dire mistakes that were made at the turn of the century.

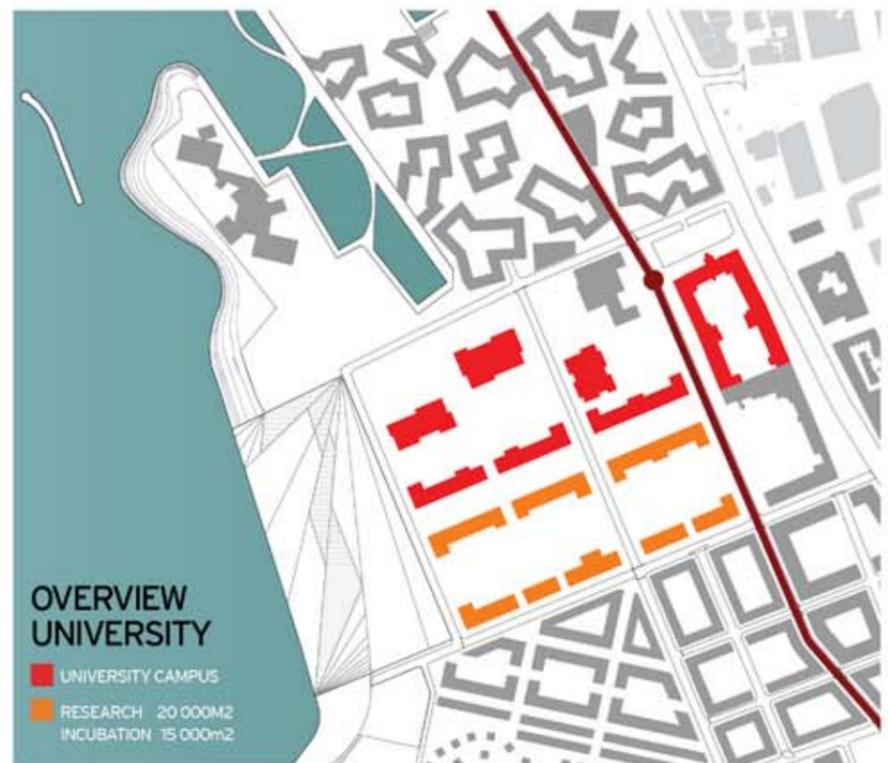
## Tretorn University flexes its muscles

Campus Helsingborg and INSEAD continues to set the standard

This coming week celebrates the anniversary of a decision that led to the most significant shift in Helsingborg's recent story of rejuvenation and economic success.

The core of that decision was the expansion of what was then called Campus Helsingborg, and the establishment of a new business school on the west grounds of the existing campus. The area required to facilitate this move was achieved through the opening of the waterfront.

The global leader in trans-cultural business education, Insead would later go on to set up their northern European base here. The two institutions of Campus Helsingborg and Insead already provided a strong formula for success, but the knock out blow was the interface created between them and the city, and which concurrently propelled



the new precinct onto the global stage.

This interface came in the form of an incubation center and research facility, feeding not only the two institutions in the middle of the city, but the adja-

cent residential and office district known as Helsingborg's Ide Kvarteret. The incubation facilities have already assisted numerous companies in creating globally recognized brands, but perhaps more interestingly; it has as-

sisted in the creation of an international knowledge hub, frequented by some of the foremost thinkers in the world today.

Sten Gustafsson

## POSITIVE Q2 FOR SCANDLINES

Yesterday, The Scandlines presented their mid term result of 2035 and CEO Karl Bengtsson was giving his explanation for the positive results.

"With our new ferries and efficient schedules, The Helsingborg - Helsingør Route has had a steady growth of popularity. 20 years ago when the ferry terminal moved, we had around 11 000 passengers a year. Now the number is more than the double", he says.

The annual result of 2034 was 20 664 passengers.

"Our business plan is to support and encourage that freedom of choice"

"Its about the efficiency, safety and the comfort of travel" that we now can offer, but in the end of the day its all about the destinations. Today Helsingborg has so much more

to offer. We note a substantial increase of Danish commuters that choose to live or work in Helsingborg.

"Our business plan is to support and encourage that freedom of choice" Scandlines have already ordered one more ferry to be ready for traffic this fall, and will have to consider increasing our fleet further next year to meet the expectations of our customers", Bengtsson says.



## LARGE GROWTH FOR ACE LINK

EVER SINCE the relocation from Hamntorget to the new terminal at Knutepunktet ACE Link have been experiencing a constant growth in passenger numbers. In the last year the growth has been exceptional. "We are already the number one choice for the daily commuters; we see possibilities for expanded growth in the tourist and leisure market, in the future and we planning to

strengthen our position in this segment with a combined offer for visitors to both cities." Explains Camillio, the now 80 year old owner of ACE Link. Camillio foresees growing interest among culturally interested visitors either to Kronborg, the Maritime Museum or Helsingborg's Kunstmuseum to cross the water for more attractions in one day. As an extension of the offer

to the tourist and the Helsingborg inhabitants ACE Link, in collaboration with the City of Helsingborg, is currently finalizing the last stages before inaugurating the new Helsingborg Waterbus. The Waterbus will connect all of the city's main attractions on the waterfront. The bus will travel between Norra Kallbadhuset, to the Concerthouse, [H]otel+ at Knutepunktet, Helsingborgs

Kunstmuseum, further to Södra Kallbad and with the final stop at Riverwalk shopping and the ETM-Environmental Technological Museum. The Harbor bus will be the environmentally friendly alternative. Inspired by the famous Hide Park boat, the majority of the waterbus' energy will be supplied from solar cells on the boat roof.



# HD SPORTS



rise 5:54 AM  
set 8:29 PM

WEDNESDAY 22 AUGUST 2035

## Regatta

**615 boats sailed this weekend in the biggest race ever in the history of the traditional Helsingborg regatta, Ven Rundt, now known as the Ramlösa Cup.**

This year teams from Australia, Great Britain, Germany, Switzerland and the Netherlands came to join this event, besides the loyal Scandinavian sailors.

Strong winds and sunny weather made it a spectacular event seen from the boardwalk and the Museumpark. Crowds were gathering in the early morning for best views of the startline. Constant updates on the big screens along the boardwalk kept track of the developments and kept the excitement vibrant.

**"The largest Swedish regatta for family sailors as well as a prestigious long distance race for international Top Race Sailors"**

According to traditions the local Jazzband, Filip Curton Jr. played on the boardwalk and aspiring chefs from the Culinary School served up a big Barbeque party in the Museumpark. Hundreds of local boat owners had also chosen to spend their weekend following the races close up. The VIP seat-

ing area in the Museumpark gathered several local celebrities and interested athletes – among them our local sailor and sailmaker legend Olle Mattson.

The Prize Ceremony was held in the dry dock area with the After Sail Party and the Boardwalk Dance running into the late night.

Since the modest beginning of the regatta in 1962 – with 60 boats at the start line, the international reputation has had a steady growth and exploded since the start line was moved to the inner harbor of Helsingborg Harbor. Originally the start and finishline was a the lighthouse by the Råå Pir – later moved south to the yacht harbour.

Since 2020 after the ferry harbor was moved out, the Ven Rundt Cup has become one of the biggest summer events of the inner city of Helsingborg- drawing many sailors and visitors to our city.

**"The largest Swedish regatta for family sailors as well as a prestigious long distance race for international Top Race Sailors"**, says winner of the Volvo Race Team boat the X 99 class, Mikal Pettersson.

**"It's a great atmosphere here and we will be back next year..."**



At the Regatta 2030, looking along the boardwalk amongst the crowd



### HOSTING THE SKÅNE RUNDT 2035

After the fifth leg Thursday – Swedish Team Tretorn with Andreas Bäckstedt is still in the lead.

10 towns, including Helsingborg are hosting the Skåne Rundt 2035 - this years major bicycling event in Sweden. "This 10 years anniversary for the Skåne Rundt will be a great local revenge", says the retired cyclist Magnus Bäckstedt – trainer of the Team Tretorn.

Last year, his son, Andreas Bäckstedt

from Team Tretorn broke his ankle when he was involved in a collision in the final leg of the Tour of Skåne.

Yesterday the history almost repeated itself as Teddy Boonen fell in the final sprint.

The collision happened when Team Tretorn was about to push Oliver Sutton into position for the final sprint, and several of the bikers fell.

Team Lampres' Dave Napolitano, was able to avoid the chaos and celebrated his birthday by winning the day in front

of Alfons Loddio from Tinkoff and Teddy Boonen from Quick Step.

Gabriel Rasch came in 1,27 seconds after the birthday boy as number 4. He keeps the 3th place 6,40 seconds after Boonen.

Rasch was not directly involved in the crash, but it still it gave Credit Agricole a handicap in the end race.

-We did the job for Antonio Furlan and Will Bonnet, by screening them from the wind the last 15- 20 kilometres. The

fall of Bäckstedt was just in front of Furlan and by that we lost our chance, I was just rolling behind them into the finishing line, says Gabriel Rasch.

- Due to the sidewind, the peleton was split from the start but it connected after 60-70 kilometers, then to separate again.

I was always riding in the front group, but just before the finish the two first groups were connected again and I rolled in behind the pack.

### GRAND OPENING OF THE NEW FOOTBALL STADIUM SOUTH

Helsingborg's second team in Allsvenskan.

"This season will be a boost for the next generation of players.

Its time for Helsingborg to show what we are made of. The new stadium opens a whole new world of training opportunities for young talented players in the region" says trainer of the Helsingborgs U21 team, Olle Parenius.

Michael Wingårdh

**RENT OCH SÄKERT TILL SJÖSS**  
Tips till dig, båtägare!



# HD LIVING

WEDNESDAY 22 AUGUST 2035

**DREAM HOUSE**

The weekend Helsingborgs Hem invites for the Dream House workshop. The event takes in the Jutan Kulturfabriken. Helsingborgs Hem hopes to get your ideas of how the last piece of land within the H+ area should be developed.

At Jutan Kulturfabriken you will have the chance to meet planners, architects, Helsingborgs Hem and share with them your ideas for your dream house. All age groups are encouraged to participate, there will be a special sector for children but it is the hope of Helsingborgs Hem that also adults will share their ideas through drawing, writing, models or simply discussions. Previously Helsingborgs Hem have had great success in what they call user involvement and is planning to host a series of these events inviting the future inhabitants, neighbors and other with interest to participate in the further development of the area.

Karin Walander

**Happy in Helsingborg**

I still remember the look on my parents face when I explained to them that I had bought a house in southern Helsingborg. I must admit that even I had my doubts when I found out that they were planning to build houses on the old harbor front, but the more I learned, the more interested I became.

That was several years ago and now I don't want to live anywhere else! We have space for the whole family inside and outside, yet we are still so close to the center of the city that we can ride our bikes and be there in no time. We are also close enough to the waterfront that in a few minutes' walk you can forget about the city entirely while lying on the pier staring up at the sky. The kids love having a backyard where they can play with neighbors and during the summer

months the sounds of children's shouts come in through the windows. However, my favorite time of year is the spring. I love watching the sprouts come up in my garden and it has been a real joy to be able to grow my own vegetables.

We truly have the best of both worlds by being close to the city, while also having the space to enjoy being outside. Now it is impossible for me to imagine Helsingborg without this vibrant community that I call home.



## Wooden city nearing completion

The new wooden city "Södersjöarna" is a pilot project between the City of Helsingborg and Södra Timber to build a residential neighborhood entirely out of wood. The construction of the neighborhood is near to completion and the first inhabitants are already moving into their new wooden houses.

The buildings are all build of massive wooden elements, prefabricated at Södra Timber's factory in Traryd. The massive wooden elements are assembled using only wooden dowels no adhesives or other chemicals are used in the production. The assembly of the elements in the factory guarantees a high level of precision, controlled levels of humidity, better working conditions for the carpenters. Once the elements are ready they are assembled on the building site in a few days.

Lars-Olof Rask, Professor in Timber Engineering at Helsingborg University has been coordinator and project leader for the research and implementation of the Twin Peaks. We are very proud to have realized this ambitious project in Helsingborg and we believe that we can help set new standards for building in wood and to export both the technology and the projects we have developed together with Södra Timber.

We met Agnete Sägspån moving into her new house with her husband and two children. Agnete says: "We are so happy to move here, to be part of this new project, to know that our house is build out of 100% Swedish wood, fully recyclable with a zero carbon footprint and to know that my children are will grow up in a house with no hazardous gases."

See article on page 4.

**In my backyard...**

In my back yard you can find life at its best. On a warm summer afternoon the sound of children playing languidly floats by on the cool breeze. The smell of cut grass mixes with the mouth watering smell of my neighbors grilling dinner. Stray mists from water guns glisten in the sunlight against the background of green plants and red houses, painting a rainbow across the afternoon sky. As evening falls and the lights start to go on in the neighbors windows I call for my children to come home so they can get ready for bed and dream up tomorrows adventures....

In my back yard you can find treasures. On a cool fall morning, as moisture squeaks under my shoes, an ocean of golden and ruby colored leaves spreads out before me. They are the year's last reminders of the summer's warmth and carelessness. As I take the first big sweep with my rake their fading colors wave like



Backyards in Södersjöarna

Photo: Olaf Wilson

a flag of surrender to the coming cold of winter...

In my back yard you can find Santa Claus. You can see the glimmer of anticipation in my children's eyes. As the faint light of a candle lantern passes slowly by the window outside, the anticipation boils over: "Its Santa!" yells my youngest and rushes for the door. Through the open door I catch a wink from my neighbor from behind the bushy fake white beard as he jollily greets, "Ho Ho Ho! Merry Christmas!"...

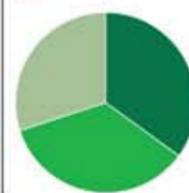
In my back yard you can find a feast. My stomach is already growling as I inspect the first fruits. The tomatoes have come up nicely, and have already begun to turn red. My small collection of herbs is also making a wonderful jump now that the spring sun has shined for a few days in a row. With a bit more water and sun the carrots and potatoes should start down the similar path. I can already picture the first plate that I am going to make for my midsummer supper...



**DEMOGRAPHICS SOUTH HELSINGBORG**

Recent statistics show a change in the demographics of Helsingborg's southern parts. The average income level has been rising, a large part of the foreign workers in the city's international companies have been settling in the new bustling southern part of the city.

- from another country 25%
- from another province 35%
- within the province 35%



In-Migrations 2035

SKANSKA

Miljön i fokus

Läs mer »

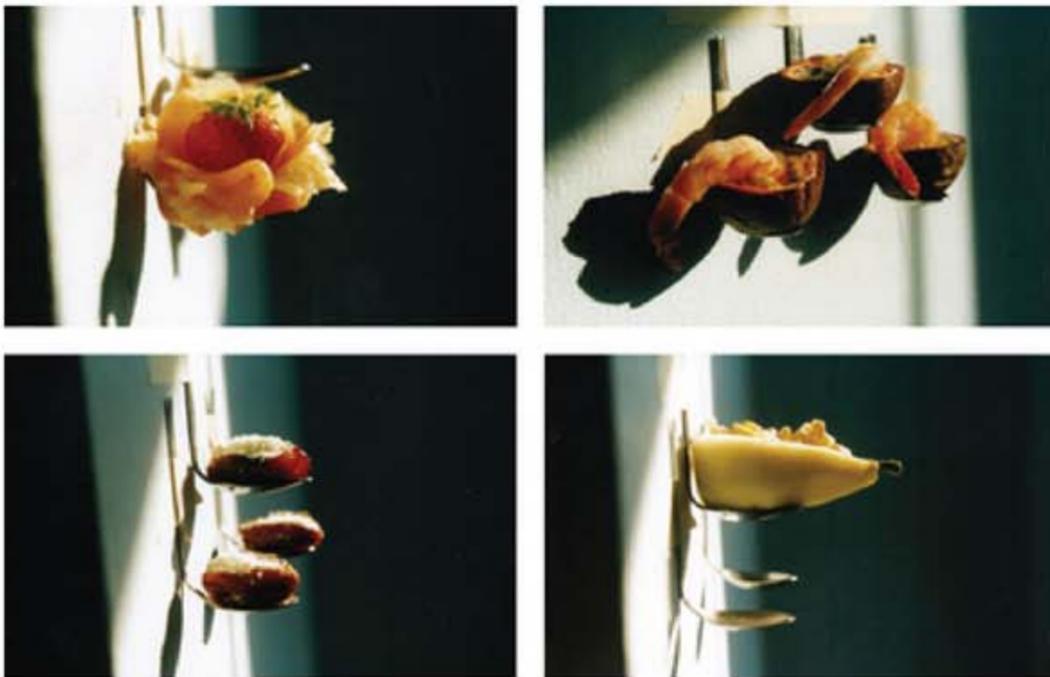


TODAY'S BIRTHDAY  
Birger Schlaug  
65 year.  
C8

# HD LIFE & STYLE

WEDNESDAY 22 AUGUST 2035

## “Eating-Design”



“EATING-DESIGN IS TO DESIGN FROM THE VERB ‘TO EAT’”. Designers who work with the subject ‘food’ are often called ‘food designers’. According to Marie Fågelsong, new dean of the Culinary School in Helsingborg, food is already perfectly and beautifully designed by nature. She designs from the verb ‘to eat’. She is for example

inspired by the origin of food, the preparation, etiquette, history or the culture of food. That is why she doesn’t call herself ‘food designer’ but, as the first one in Sweden, ‘eating-designer’. “There is no material coming so close to human beings as food”. It is often thought that designers who work with food only design

the shape of the food. Fågelsong’s aim is to look at the content and background of the food. The shape is just a tool to tell the story.

“You put my designs inside your body”

After 10 years experience in food projects, Fågelsong has developed a philosophy with 8 inspirational points. 8 different ways to, as a designer, get inspired to work with food. Eating design is a uncultivated area with an open field of possibilities. The 8 point philosophy show the opportunities of this specialism. “You put my designs inside your body”

“There is no material coming so close to human beings as food”.

“Food goes to the stomach, but it can also activate the brain and can call for strong memories and emotions”.

The 8 points are:

- senses
- nature
- culture
- society
- technique
- psychology
- science
- action

The 8 point philosophy is thoroughly described in Marie’s book EAT LOVE, which is available from half december 2035, and can be found in regular bookstores. Or online.

For more information about the philosophy or Marie Fågelsong’s book, please send an e-mail to [info@eatingdesign.se](mailto:info@eatingdesign.se).

### 100 MILE MEAL

Our two young local chefs, Mie Zettergren and Gustav Alm, continues their success and have now opened their second restaurant in the culinary district of Helsingborg.

The young couple started at the Helsingborg culinary vocational school, before interning at the business center kantine feeding hungry international executives and young business entrepreneurs.

100 MILE MEAL is rooted in the sustainable concept of all ingredients being from within a 100 km radius of Helsingborg.

“Our customers are becoming more and more aware and expects high quality food combined with an ecological and environmentally conscious profile.

100 MILE MEAL is good, clean and fair food. We believe that the food we eat should taste great; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work.

100 MILE MEAL is rooted in the sustainable concept of all ingredients being from within a 100 km radius of Helsingborg.

Tapping into the rich resources of the agricultural hinterland of Helsingborg to grow locally and feed locally, with short travel distances and minimal environmental impact, adds an extra value for our customers. It is also a great way to redefine the traditional food culture of the region to our tourists”

“We are fully booked for the rest of the month, and the feedbacks are really wonderful” says Zettergren. “We feel that this type of kitchen fills a demand in the market that has been long overdue...”

### Three years in a row for Helsingborg



New York Times is this weekend dedicating a full page article about Helsingborg as the Culinary City of Scandinavia, well worth the travel alone...

“Scandinavian food culture is arguably the finest in Europe. Taking the prestigious Bocuse d’Or as a benchmark, Sweden, Denmark and Norway account for 14 of 30 medals over the past 10 competitions. The Helsingborg chefs are now raising the bar by having won this prize 3 years in a row”

As the prime logistic port for food distribution of Sweden, Helsingborg has long traditions of Swedish Food Culture and has become the hot spot for combining traditional cuisine with new trends and experiments.

Ola Besson

### FIRST SPT SCREEN

Surround Picture Theater opens in the new Cinema in the South Commercial Center of Helsingborg.

The new technology is being introduced to the Swedish audience as a pioneer project by Nordisk Film.

“You are IN the war, IN the bedroom, IN the park. Its like a reverse stage. The audience is inside the film, each individually, not collectively. I am convinced this is the future of filmscreening. Something your DVD player at home can never replace” says Camilla Østerling from Nordisk film.

The SPT screenings will be open for the general public from September.

