LOCAL IDENTITY AND GLOBALISATION

Final Report of the YTK/IFHP Urban Planning and Design Summer School 2007

Edited by Tuomas Ilmavirta

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Introduction

While globalisation is said to 'streamline' our cities, producing increasingly similar built environments, it also calls for a new emphasis of local actors and identity. The intensification of global-local linkages has changed the way our society is organised. Cities and metropolitan areas are the focal points and engines of this transition, with deep influences on built environment and its planning. The notion of 'global city' refers to the positioning of certain major urban cores as international centres of culture, management and finance. Medium sized cities, too, are increasingly drawn into the competitive market of image, opportunity and experience.

Culture, in the widest possible sense, is seen as the key asset in attracting not only tourists, taxpaying residents and cultural bodies but also enterprises and foreign direct investment. Local and sub cultures, traditional events, new signature buildings and cultural institutions as well as innovation and cultural industries have to be considered simultaneously as tools and aims of the cultural planning process. The question is how to find a balance between generic milieus of cultural consumption and genuine local identity and place-making.

In 2007, the Summer School focussed on analysing the tensions and opportunities of the intensifying local-global connections. How does the increasing competition between cities affect them? What is the role of medium-sized cities and city regions in this ongoing process? Does this development create uniform urban architecture worldwide or does it further emphasize unique qualities of cities? How can cities, through urban planning and design, emphasize their local urban identity? – For the participants, the event entailed re-evaluation of built environment, unique urban history, patterns, traditions, ambiance and culture of the two case cities, as well as an intense 'global' social and professional experience.

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The YTK/IFHP Urban Planning and Design Summer School 2007 was the thirteenth edition of the event. The course is organised by the Centre for Urban and Regional Studies (YTK) at the Helsinki University of Technology (TKK). YTK started this Summer School in 1995 under the auspices of the International Federation of Housing and Planning (IFHP) and the course has been organised yearly ever since. The core of the event, the active project planning, takes place in partner cities which are Turku and Jyväskylä at the moment. The long-time collaborator, Porvoo, was replaced by Turku last year. Jyväskylä has been an active partner already since 1996. Each year the students are given live projects. They are asked to analyse the existing conditions of planning areas from various points of view and to suggest innovative improvements to the environments. The fieldwork is preceded by a three day period consisting of lectures on the theme of the Summer School and on Finnish architecture and culture. Also, an excursion day to recent developments of the city of Helsinki is arranged.

The YTK/IFHP Summer School was founded by the late Professor Ranko Radovic, the former President of IFHP. One of his educational principles was to bring students and young professionals from different countries and educational backgrounds to work together and offer them an opportunity to absorb influences from other cultures and ways of seeing planning problems. Another value the Summer School was based on is to provide students with an opportunity to tackle real town planning tasks without the bureaucratic constraints and limitation planners face in 'real life', and encourage students to see beyond technical restrictions. The course co-operates closely with the partner cities, and this has been a rewarding way of collaborating for both the cities and the participants of the course. Students get a sense of the requirements needed in practice and also have a unique opportunity to affect the built environment of the cities. Turku and Jyväskylä get broadminded proposals and an international perspective brought to the context of their everyday environments. During past years, the propositions made by students have actually had an impact on the outcome of the planned areas. This year, too, the proposals and ideas presented in Turku have already raised discussion regarding the position and design of this year's task, a new pedestrian bridge, which is one of the city's prime construction projects for the year 2011 when Turku will be the European Capital of Culture.

Over the years more that four hundred students and young professionals have participated in the course. This year YTK/IFHP Summer School hosted 33 participants of 19 different nationalities.

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The director of the Summer School and the successor of Ranko Radovic is Professor Ksenija Hiel from the University of Novi Sad, Serbia. In YTK, long-time deputy director of the course Hans Stenius moved on to enjoy his well-deserved retirement days after the Summer School 2006 and the organisational responsibilities of the Summer School 2007 were transferred to Tuomas Ilmavirta. The director of YTK Panu Lehtovuori contributed both in the preparatory stage and during the course. In addition to having excellent lecturers (see appendix) we were also honoured to have high-profile visitors on the course. Professor Mark Gottdiener from the State University of New York commented on the final presentations in Turku and Professor Derek Fraser from Edinburgh College of Art provided valuable insight for the students in Jyväskylä throughout the course.

In Turku Christiane Eskolin, Panu Savolainen and Antti Turkko from the City Planning Office carried out the hard organisational work. In Jyväskylä Anne Sandelin, Sampo Sikiö and Jussi Partanen from the corresponding organisation were responsible for the success of the event. The Helsinki Day was arranged by the Helsinki City Planning Department and hosted by architect Douglas Gordon.

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This report is divided into two main chapters. The first half approaches the theme of the course from a more theoretical point of view and the second part presents the output of the workshops. This year, we wanted to extend the final report to be an independent publication approaching the theme of the course from both theoretical and practical standpoints. We asked the theoretically oriented participants of the Summer School to write a paper or edit an article they had already written to match the theme. The texts were reviewed by Mervi Ilmonen, Raine Mäntysalo and Lasse Peltonen from YTK. Four of the writings were selected to be published in this report. The outcome is an interesting selection of essays and case studies interpreting global-local linkages from various points of view, and also outlining a framework for the project proposals.

In the first article Anne Boonstra writes about some of the challenges postmodern cities face – decay of public urban space, urbanisation of injustice and problem of localising space in globalising cities. His essay attempts to map the means to produce locality in global city, for example by stating the importance of commonly perceived public space and claiming that the production of space is a socially constructed and experiential process.

Essay by Noemi Leon Gomez explores the notion of identity and the problematic of identification and multiple identities in the context of global city defined by Saskia Sassen.

Manten Devriendt's text introduces experimental ways of mapping cityscape. His manifesto-like essay on perceiving city and its less obvious uses aims at challenging traditional ways of understanding built environment. He draws, among others, on the work of Rem Koolhaas and the situationist movement but also on his own explorations in the field of psycho-geography.

The fourth article is a case study on branding of the Øresund region linking southern Sweden to Copenhagen in Denmark. The case is an apt example of the measures cities and regions take in the state of global competition. In the text, the writers Ralph Dominik Jakob and Camilo Calderon look for the strategies, actors and goals of the branding process.

The second part of the publication presents the outcome of the workshops, proposals the participants of the Summer School made in the fieldwork cities. Since the planning tasks are based on actual needs of the cities, this year's assignments approached the theme Local Identity and Globalisation from slightly different perspectives. In Turku the task was to map and analyse the location and functions of a new pedestrian bridge to connect the historical city centre, dating back to medieval times, with the central business district, whereas in Jyväskylä the students were more loosely assigned to reconceptualise the use of a whole quarter at the edge of the city centre.

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The YTK/IFHP Summer School tradition continues. We wish to welcome students and young professionals to join the next event in the August 2008. The theme of the coming year will be 'Regenerating Urban Core'.

We would also like to thank the citizens of Turku and Jyväskylä who gave the students additional information and a flavour of the local life. However, first and foremost our gratitude goes to the participants of the Summer School. Your dedicated work and fresh insight taught us a lot too.

In Espoo and Novi Sad, November 12, 2007

Tuomas Ilmavirta
Panu Lehtovuori
Ksenija Hiel

Centre for Urban and Regional Studies (YTK)

YTK is a multi-disciplinary institute, specialising in urban, regional and town planning research and education. The Centre for Urban and Regional Studies was founded in 1968 and it is affiliated with the Helsinki University of Technology (TKK) as a separate institute. YTK provides multi-disciplinary postgraduate training and further professional education. The centre is a key educational and research organization in its field in Finland.

The objectives of the research carried out in the Centre for Urban and Regional Studies are to promote the development of urban and planning theory and to contribute to informed decisions regarding the built environment. The research covers a wide range of topics focussing mainly on learning and anticipatory planning system, good housing and living environment, living and multicultural city, ecologically sustainable urban development and fair regional development.

**IFHP
FIHUAT
IVWSR**

International Federation of Housing and Planning (IFHP)

IFHP is the oldest and the leading international and professional organization in the field of Housing and Planning. Founded in 1913 by Ebenezer Howard, the father of the Garden City Movement, IFHP has contributed substantially in the past 93 years to the development of the international communication and contacts among professionals worldwide, having today more than 300 corporate members and nearly the same number of individual members in 67 countries. In addition to Summer Schools and students' and film/video competitions IFHP is regularly organizing congresses, conferences, Working Party meetings and seminars.

ARTICLES AND ESSAYS

Engaging the Public
Anne Boonstra

Transgressing urbanism

Development and demolishment in the Hutong of Beijing as an example of the unfree mobility of the urban poor.

It sometimes seems that our cities are in crisis, that we live in a world of solitaire individualism, of passing through, temporality and transit. I read that we inhabit places that are often hard to identify with and even harder to settle in, even if we are forced to. These places are called sanitized places, where the public space has been evacuated. Street life is prohibited making our streets meaningless, dead, and we only pass through with our cars. Because of our cars and other modes of transportation we have the ability to move further than ever away from our 'homes', creating an excess of space. We travel through this space which in itself has not the capability to obtain a characteristic meaning. And we do not give any meaning to it. Some of these spaces have roots in history and cling on to that, they are old places; places of remembrance. They are defined by the identities, relations and history of their inhabitants. Others, though, have no identity that is captured in the history or social relations of the users. These spaces fail to create identities or relations; instead they cause loneliness and similarity. These 'non-places', as they are called by Marc Augé in his research[1], have lost their specific property because their components are reduced to a repeating of the minimal necessary. These places are part of transgressing urbanism, so called 'transurbanism'. Rather than defining a concrete stance, this term suggests a movement and change, away from something and towards something else. It is not only the user that moves, but also the space. Its movement is not direct and linear, but oscillates to and fro between its poles.

This concept is part of a larger movement created by a trend of globalization. This trend expresses transformation, flows and movement on a spatial level as well. In 'Transurbanism' Andreas Ruby mentions that the scenario that once made cities into being: the transition from a nomadic to a settled existence is diverted in a direction that today a large part of the urban population undoubtedly leads a nomadic existence. He claims that there is much evidence that suggest

that in the future our cities will be largely inhabited by various kinds of nomads instead of a settled population. The emphasis in the future will be on flows and movement rather than on settlement. However, according to Appadurai, we need especially in a globalized world, points or reference. He suggests a combination of motion and sedimentary[2]. As an example he gives the urban poor, who suffer from un-free mobility. They are pushed from place to place and therefore have a different investment in places and use different techniques of stability. Appadurai describes creating stability as a way of trying to localize space.

In this essay I want to describe the process of localization of space in a globalizing world, how sedimentary in a world of flows and transitions, can take place. How can the public space accommodate fragmented and contesting communities in cities where the population continuous to grow and diversify? And how can we produce locality to claim our place in a globalized world? These are the question that I want to answer in this essay.

First I will focus on the meaning and spatial use of public space, and the social situation in our major cities that has been produced by the process of globalization. In what follows I will test the question how to produce locality on theory. To conclude I will give my position how to generate 'public domain' and with that a place to produce locality, by relating to the selected sources and my own theory.

The Creation of a Public Domain

In 'the search for a new public domain', Maarten Hajer and Arnold Reijndorp express their interest in the factors that contribute to the production of a public domain. They define the public domain as a place where exchange between different social groups can take place and takes place. In 'Visualizing the Invisible', Stephen Read and Camilo Pinilla characterize some of the best places of our cities by a diversity, connectedness and openness which generate enlivening spaces and socially lubricating juxtapositions of dissimilars. 'These spaces are often a source of novelty and stimulation'[3]. Within these 'public domains' it would be possible to produce locality. This is where Hajer, Reijndorp, Read and Pinilla create a difference between 'public space' and 'public domain'. Public space is in essence a space that is accessible to everyone. Public space is what is not private. In their book they give three challenges that have to be overcome within the design of new public space in the future in order to create a public domain. The first challenge is to reduce the fragmentation of the public space, to put emphasize on design and aesthetics. The second is to control fear and violence, which sometimes

Trafalgar square, London. When has a space become public domain?

Auge's notion of Non-Places; spaces that fail to create identity and relations.

leads to over-regulation of public space. The third challenge is to deal with, what Marc Augé calls 'non-places', the semi-machinal transfer spaces like train stations, shopping malls and airports.[4] They conclude from these challenges that the design of new public space is made with the assumption that public space without friction is good public space. As examples they give the new TGV stations where zero-friction is the goal, city centre's where Disneyfication seems to be the only answer to reduced employment and how violence is battled with more streetlights, camera's and technological scrutiny. All these interventions lead to functionalization of the public space, reducing the possibility of a public domain. This principle of functionalization is related to the ideal of a separation of functions in modern urbanism. Modernism engaged with the urban in the belief that it could generate structures and activities that reflected its predetermined intentions. This ideal was applied in the public space where different roads for cars, bikes or pedestrians were created. A predetermined space to play and a space to walk your dog or to park your car. These specific places are functionalized and can not be used for anything else. Our cities are a patchwork of areas like those that are separated by regulations. We can characterize this public as a place of disintegration and segregation, it is build according to a technocratic rationality which divides in order to control. The consequence of the functionalization of the public space is the reduction and emptying of it, which, paradoxically results in the creation of one dominant meaning to the public. Because of this dominant meaning we pass through space without inhabiting it. We are, as Certeau puts it in his book, 'the practice of everyday life', passersby; 'their bodies obey the fullness and emptiness of an urban text that they write, without being able to read it'[5] There is no investment in the public space; we do not stay there, but only spent time in it.

Fragmenting the Public

One of the steps to understand the production of locality and the social situation in our cities because of globalization is to make a distinction between space and place. According to Certeau, a place is the order (of whatever kind) in accord with which elements are distributed in relationships of coexistence. It thus excludes the possibility of two things being in the same location (place). Elements taken into consideration are beside one another, each situated in its own distinct location, a location it *defines*. 'A place is thus an instantaneous configuration of positions. It implies an indication of stability'[6]. A space however is composed of intersections

and mobile elements; it exists when one takes vectors of directions, velocities and time variables into consideration. Certeau writes that, in a sense, it is actuated by the ensemble of movements employed within it. 'Space occurs as the effect produced by the operations that orient it, situate it, temporalize it, and make it function in a polyvalent unity of conflictions programs or contractual proximities'[7]. Space is a practiced place, the street, geometrically defined by urban planning is transformed into a space by its users. It is the possibility of a compound engagement of the user with a space that would make it a place. This is where this 'practiced place' differs from the previous mentioned segregated space where there is none, or a particular investment in it which is predetermined by its function.

The size of the public depends on the speed in which it may be overcome and the cost involved in the attainment of that speed. A dissimilarity throughout the society in 'close by' and 'far away'.

The process of globalization, occurring within the late-modern urban context, introduces a set of challenges for space as defined by Certeau. With increasing mobility, distances between places become physically smaller, changing the investment in others that are closer. In USE Uncertain States of Europe, Sophie Body-Gendrot expresses this phenomenon with the example of the different interpretations of notions of space and time by ordinary people. Because of, for example, a difference in financial capacities, there is dissimilarity between 'close by' and 'far away', 'here' and 'there' or 'inside' and 'outside'. She writes that distance is a social product rather than that these notions are being objective, impersonal or physical. 'Its [distance] length varies depending on the speed with which it may be overcome and on the cost involved in the attainment of that speed'[8]. New technologies liberate the elites from territorial constraints and allow them to move and act from a distance. 'Even though they physically dwell and stay in specific places their safety depends on their very exterritorialization and on their chosen distantiation'[9].

'Sprawl has killed the city as a social entity'.

On the other side of the scope are the less privileged, lacking either choice or energy they are caught in the trap of motionlessness in a world that values mobility. These are the urban poor which Appadurai mentions in Transurbanism. Because of their incapability and un-free mobility they have a different investment in places. Body-Gendrot concludes that in the global city, the privileged and underprivileged do not share a common world. 'The urban factor that is synonymous with mutual avoidance and sprawl has killed the city as a social entity (…)'[10] Collective life is no longer possible in the city apart from defensible spaces because violence and crime have been instrumentalized beyond objective data. Shared space has vanished from such places and the possibility of exchange is no longer there. Globalization has lead to the fragmentation of the social compact.

The Local as an Effect

'In order to understand our contemporary city we need to move away from the obvious. Instead of starting from a self evident local place, conceptually divided from its surroundings, we need to move towards a simple spatial framework which allows the local to emerge out of continuous distributed fields of vectors, forces, intensities and concentrations'[11]. The local is not a given, it is an effect of movement within space. In modernity at large, Appadurai defines locality not as a spatial structure, but as a structure of feeling that is produced by particular forms of intentional activity. He views locality as primarily relational and contextual, rather than as scalar or spatial. With this in mind cities do no longer possess one locality but instead have a complex of localities. He poses the question how to imagine cities as a site for the structure of a feeling both conceptually, epistemologically and practically. Appadurai states that, 'the beginning of an approach to this problem is not to reify the idea that cities are collections of subcultures or 'multicultures' each of which needs its won forms and expressions and in a sense its own spaces'[12] and acknowledges that this approach has an element of ghettonization in it, which is not consistent with the 'pluralities, sections, crossings and traffics that the modern world is capable of producing'[13]. In his view we could change our fundamental emphasis to flows, rather than fixed spaces and structures. By thinking of cities as 'global spaces' the characteristic modern city, that it is all about movement and flows, puts our attention not so much upon the organization of neighborhoods, housing or 'living space', rather than puts us in touch with the circulatory system or nervous system of the city as the object of planning and design. He warns however for this circulatory, flow-based imagery because of the urban poor. 'Movement, flows, linkages, etc., may seem a bit remote to them'[14]. They are basically seen as floating material themselves and especially in a globalized world need a point of reference. Appadurai concludes that it is very important to take the circulatory image, but negotiate it with the reality for the urban poor. Motion alone will not be the key. It is how to combine motion and sedimentary that is the central challenge in creating locality in a globalizing world according to Appadurai.

In 'Visualizing the invisible', Gerhard Bruyns and Stephen Read concede this opinion. They blame the 'diffuse placelessness' we experience today not to the loss of the simple geographical locatedness of place, but rather of the failure of a network place generating effect. They state that; (…) 'it is not a question of there being two categories; of the dynamic on the one hand and the static on the other (or of 'spaces of flows' and 'spaces of places'). Rather it is one of the successive grounding of the effects of scaled movement and connective networks

and the construction thereby of local place'[15]. In their paper 'The Urban Machine' they try attempt to show how 'city' or 'urban centre' in general may be not an entity identified by being 'not-countryside' or 'not-periphery', but rather an everywhere local effect emergent within an ultimate global extension of sorted and stratified movement and communication. The local is not a given, it is an effect.

Structuring Emptiness

A 'place' is all the more a place the more it is plural, and not functionalized because functionalization dries up the capacity to change, to adapt, to balance and to consider its own consumption and to acquire further meaning beyond that attributed to it. In the past, with the aim of reaching maximum efficiency of use with minimum energy the functionalization of space has enormously increased. Every inhabitable space is shaped to fill the primary function among those for which it was destined with. The public domain that was mentioned by Hajer and Reijndorp is a space where localization can take place. They describe this domain as an experience of other worlds; a place that most of the time is dominated by certain groups of people producing exactly the quality of that experience. Places are public domain when different groups of people have an investment in it. It is a place where different flows within the city merge and collide to generate new localities from the exchanges between differences. Our cities are no longer homogeneous but a mix of different cultures and people brought together through an ongoing process of globalization. Within the city there is a numerous production of localities, it is no longer a single public domain but a patchwork of 'Diaspora-related' public domains where numerous cultures or 'contexts' are settled. The privileged and non-privileged do not share a common public space but they could share the public domain.

I do acknowledge this collision between 'space of flows' and 'space of places' as mentioned by Bruyns and Read, a clash between processes of globalization and the social cultural reaction, the defending of the 'space of places'. As Body-Gendrot states, shared space has vanished (…) and the possibility of exchange is no longer there. Although Read and Pinilla articulate that to generate public domain one must create a space that is characterized by diversity, connectedness and openness, I think that a solution could lie in the opposite, in boundaries. The one thing that the privileged and non-privileged have in common is that they need defensible spaces to relate to, even though they experience them from

The one thing that the privileged and non-privileged have in common is that they need defensible space to relate to, even though they experience them from different points of view, the former as a space free of crime and violence and the latter to secure a place in the city.

different points of view. The former as a space free of crime and violence and the latter to secure a place in the city. A boundary is a division; it has, as Appadurai says, a sense of 'ghettonization' in it, but it is at the border that exchange takes place. The border connects and divides at the same time, it is an intersection and a site of negotiation and it is within this paradox that its strength lies. Notions of the 'other side of the wall' (transgression, crime, obscenity / protection, shelter, home) point to recognition and therefore to localization. Borders could act as a form of a mirror by which the user is ultimately not returned a view of the other side, but, in Marc Augé terms, of themselves[16]. The presence of the boundary does not act upon its users, its intention is not to divide, but it is a projection outwards by the users considering themselves in relation to the other side. The boundary emerges not as a plane but a zone, not physical but socio-spatial, not a divisional element but a negotiation of flows. It is here that the urban actuality of circularity and movement unites with the reality of the urban poor that Appadurai points out.

I consider architecture as a way of structuring emptiness. Space revealed by 'emptiness' is an alternative to 'space as object', a concept generally used by modern architecture. Structuring emptiness is an idea that goes beyond the level of objectification. With the creation of boundaries as elements of negotiation it is a *structure* of emptiness that we are creating. Instead of functionalizing and objectifying the space we leave the space open for diversity, connectedness and openness as mentioned by Read and Pinilla, but by making an architectonic intervention we generate a space where exchange can take place. It is here that the pluralism between an architectural intervention and theory of social sciences takes place to create 'public domain' and with that the opportunity to produce locality. I think this is part of the essence of our contemporary city in a globalizing world. Boundaries provoke an act of collision between differences which will create temporal sediment and with that locality in a world that is characterized by flows and transition.

Notes:

1 **Augé, M.** (1995), *Non-Places: Introduction to an Anthropology of Supermodernity* , New York/London: Verso

2 **Appadurai, A.** (1996), *Modernity at Large,* Minneapolis: University of Minnesota Press, p37

3 **Read, S. & Pinilla, C.** (2006), *Visualizing the Invisible; Towards an Urban Space,* Amsterdam: Techne Press, p1

4 **Augé, M.** (1995), *Non-Places: Introduction to an Anthropology of Supermodernity* , New York/London: Verso

5 **de Certeau, M.** (1988), *The Practice of Everyday Life*, Berkeley: University of California Press, p117

6 ibid, p117

7 ibid, p117

8 **Multiplicity** (2003), *USE Uncertain States of Europe*, Milan: Skira, p133

9 ibid, p134

10 ibid, p135

11 **Read, S. & Pinilla, C.** (2006), *Visualizing the Invisible; Towards an Urban Space,* Amsterdam: Techne Press, p53

12 **Brouwer, J., A. Mulder & L. Martz** (2002), *Transurbanism,* Rotterdam: V2_Publishing/NAI Publishers, p35

13 ibid, p37

14 ibid, p38

15 **Read, S. & Pinilla, C.** (2006), ibid, p59

16 **Augé, M.** (1995), *Non-Places: Introduction to an Anthropology of Supermodernity* , New York/London: Verso, p103.

Pietromarchi, B. (2005) *The (Un)common Place; Art, Public Space and Urban Aesthetics in Europe,* Barcelona: Fondazione Adriano Olivetti and Actar.

Diver-cities:
Towards the integration of multiple identities

Noemi Leon Gomez

Introduction

Diversity is a fundamental property of post-modern cities. However, in Europe, urban planning did not take it into account at all until recently. Today, there are few first approaches, but these are based on a partial vision of multiculturalism instead of dealing with it globally (cf. Sandercock, 1998). In particular, the identity notion and the territorial scale questions are not adapted to this context. In principle, the urban scene is generalised and homogenised. The discovery of an identity requires differentiation and distinction among a group of similar cities on a certain level. There are buildings of highly innovative design, of complex architecture and of enigmatic concepts, becoming the centres of urban attention. By means of such projects, cities are re-inventing the former symbolism by constructing a new urban environment.

Globalisation, with its growing importance, is the context of the post-modern city. On the one hand, the interactions between identity and globalisation are extremely complex. On the other hand, many research interests lie particularly in this complexity. A city itself contributes to finding the identities of racial, ethnic, religious, or other groups. The group's different identities may cause spatial segregation and hence generate conflicts. How can innovative approaches to planning and governance help to overcome the separation? How can cities emphasize their local urban identity through urban planning and architectural design? When it comes to urban planning and architecture, does globalisation create worldwide uniformity or does it further emphasize unique qualities of cities and societies?

I do not specifically explore the globalisation phenomenon itself, but its materialisation in the global city concept. It is related to the circulation of global streams and local identities. I also incorporate two recent personal experiences:

The "Global cities" exhibition at the Tate Modern in London[1] and the seminar series "Territorial attractiveness: crossing points of view" at the PUCA/CRETEIL[2] . This paper aims to highlight the side effects of this new urban condition on significant urban issues like: conceptual local identity, image composition and marketing; new symbolism of large-scale commercial architecture.

The remainder of this article is organized as follows. I start with analysing the identity notion. Then, I discuss the problem of diverse identities in the global city debate. Before the conclusions, I substantiate the argument that a set of authentic and concerted identities contributes to the attractiveness of the cities.

Conceptual ambiguity between identification and identity

What does identity mean? Unambiguously defining identity is a major challenge. Several distinct social disciplines, e.g. economy, sociology, and psychology, analyse identity. On the one hand, the research field benefits from this multidisciplinary interest. On the other hand, each discipline uses its own vocabulary and definitions, which are sometimes vague. This causes ambiguities constraining interdisciplinary exchange and research. The main issue is to determine the poly-semantic character of the notion.

In order to study identity on its various scales, one needs to observe it at its base level first, which is the individual's identity. At this scale, identity is a set of individual feelings, representations and characteristics. Behind it, we observe the phenomenon of identification. Identification is self-awareness, recognizing yourself as a whole and permanently (Di Meo, 2007). On larger scales, differences between the social identity of a community and the individual identities of its members generate cultural and social values. These enable the identification of the individual with its community as well as its differentiation from other communities. In this sense, identity is dynamic as it changes permanently. It is not singular but plural and diverse; nobody belongs only to one community, place, city, etc. Hence, an identity is likely to be composed of different sub-identities. This plurality creates movement and leads to mestization and diversity. The identification process itself is permanent and fixed, in contrast to the identity. Therefore, it is more appropriate to define the identification of a city than its identity. The transition from personal identity to social identity is directly related to space (Di Meo, 2006). Although, collective and social identities differ significantly from each other, they are often used as synonyms. In fact, social identity is based on a coarse social classification whereas collective identity allows

a finer differentiation. Another kind of identity is territorial identity with no well-defined borders in space.

Facing this multitude of identities (Roncayolo, 2007) one may ask whether identity is not only a conceptual illusion. However, we observe certain homogeneity in most cities, which allows identifying and distinguishing one city from another. This phenomenon also occurs on other scales, e.g. neighbourhoods or agglomerations instead of cities.

Globalization and global city: New agenda, new debate

Until recently, global city research only analysed the metropolitan areas of first world countries. The second and the third world did not receive any attention. From this perspective, global cities are: London, Tokyo, New York, L.A., Chicago, San Francisco, etc.

In the global competition between cities, the quality of infrastructure, financial system, available labour, etc. plays a major role. From the economic perspective, it is necessary to find an optimal urban equilibrium between positive and negative components. Positive properties are for example: Economic strength of the agglomeration, specialisation and diversity, research and innovation, and physical capital. Negative components include urban deterioration, unemployment, exclusion and poverty, socio-economic inequalities, immigrants, criminality, congestion, and low-quality infrastructures (Nijkame, 2007). On the one hand, we identified many elements in the multidimensional perspective like: more and bigger mega-cities; dying cities (Glaeser); the urban way of life (Ward, Jacobs); proximity and ICT (Van geenhuizen). On the other hand, there are new perspectives based on urban economics theory: New urban economics (Richardson, Cheshire); New economic geography (Krugman, Fujita); spatial endogenous growth theory (Poot, Stimson, Stough); Spatial Complexity Theory (Reggiani, Nijkame).

The global economy needs and maintains a network of strategic places, for example sources, streams and activities. This network is physically perceived through cities and forms the new trans-national urban system. Global cities are places where national and regional economics are articulated with the world economy (Partners, 2003). The global economy identifies cities with economic and political potentials, which are strategically the best spaces for the foundation of trans-national identities and communities (Sassen, 2000). In order to obtain

and maintain a certain position in the global hierarchies a city, or a high-tech industrial district, of any size has to compete with other cities, both global and local, i.e. on the cities own territory. This new economic geography leads to centrality and marginality; reducing the sovereignty of the state and government (Sassen, 2000). In this context, the formation of global cities in under-developed countries has other requirements than in the first world (not only export, production, import and financial flows). The economy of these cities is based on advanced services instead of industrial production.

Recently, the Tate Modern hosted an exhibition exploring ten large cities: Cairo, Istanbul, Johannesburg, London, Los Angeles, Mexico City, Mumbai, Shanghai, Sao Paulo and Tokyo. Based on a comparison of socio-economic and geographic data, it analyzed five key characteristics: size, speed, form, density and diversity. This artistic view leaves the traditional academic economic and social discussion of globalization-urbanisation. However, it respects the idea that cities have been and will ever be source of development and paradox social situations. Cities are meeting places for people from many different countries, where a multiplicity of cultures and expectations come together. The international character of major cities lies not only in their international companies and telecommunications, but particularly in the different cultural environments they contain. This diversity concentration probably dominates social conflicts, e.g. segregation.

Attractiveness policies - Urban marketing - Globalization and identity

Urban marketing aims at generating a seductive image for the city. This means that urban territory is similar to a commercial sales product under neglect of social principles. Culture, management and finance are the principal components of attractiveness for the competitive image in the global market. However, on major question is: Who is to attract and how can she be attracted? (Ingallina, Park, 2005). One may argue that, for the city, it is not as important to produce wealth as to attract the consumer.

New urban concepts, strategies and tactics have been proposed: Clusters (Hatem), flagships, and territory marketing. These tools successfully address the urban challenges. They consider territory as a competitive object that follows business logic.

The idea of clusters (which in France are denoted as poles de compétitivité) in the urban field has a strong economic perspective (Daveziers, 2004). Urban

marketing strategies are frequently based on the territory's image. Recently, culture is also becoming an attractive key asset; apart from tourists, taxpaying residents and cultural items; enterprises and foreign investments. The example of London shows that cultural policies are essential (Newman, 2005). Other examples from Brussels, Helsinki, and Barcelona show the importance of local and subcultures' traditional festive events (Nuit blanche in Paris, Sinneken parade in Brussels, etc.), new representative buildings (flagships) and cultural institutions as well as innovation and cultural industries (Park, 2005).

Standardisation of consumption spaces

The competition between cities is not based on the attraction of production but on consumption spaces (Daveziers, 2004). This economic concept is based on images like territorial attractiveness. A creative planner may create attractiveness by combining local properties to a global cultural asset.

Globalization is a process that generates contradictory spaces, characterized by contestation, internal differentiation, and continuous border crossing (Sassen, 2000). Global cities are an emblematic materialisation of this situation, because they concentrate, on the one hand, an economic power and wealth and, on the other hand, an excluded class of working and unemployed poor. The balance among economic development, territorial competition and governmental actions needs to be embedded in the new geographic urbanism.

As a result, the urban politics based on the local approaches aim to find the main values of a territory in order to define its identity. Apparently, when a city is regarded as a product, resulting from a 'territorial' and 'corporate' competition, it is likely that the urban landscape will be seriously affected. Cities are competing to offer the most suitable and attractive urban environment for economic activity, often focussing on the high priced segments of the market.

Conclusions

The process of forming diverse identities in the same territory needs constant negotiation and compromises. Identity does not only come from the past, e.g. cultural heritage, but also comprises the future. In the planning process, we do not only focus on what city we inherited but also on what city we would like to build for the next generations.

The power of different cultures is a precious asset for the territorial attractiveness. The problem, however, also lies in the diversity, more precisely, in the integration process needed to form a unique, multi-cultural society. Frequently immigration and ethnicity constitute otherness. Instead of regarding people from a different group as the "others", they should be integrated and the diver-city's wealth should be shared. The urban planning community needs to be aware of the diversity; its consequences, advantages and related problems; in order to develop equilibrate cities.

Notes:

1 Global cities Exhibition. Modern Tate from 20 June to 27 August 2007
2 Territorial attractiveness: crossing points of view" at the PUCA (Plan, Urbanisme, Construction et Architecture), Ministère de l'équipement français. Series of four seminars in Paris and Roundtable in AESOP Napoly July 11-14 2007.

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Uncertain Encounters (in the urban space)
Glocal intervention

Manten Devriendt

Introduction

The glocal intervention can be seen as an anarchistic reaction to the top-down planning of the Modernists. It shows affection for marginal and eccentric phenomena in the city. Nowadays, this form of architecture is pushed to the art forum, similarly as performance at the end of the sixties transformed the way of thinking of art. Today, we see that architecture is retrained into performance. As a result: into Art?

A chemical reaction is a process that results in the interconversion of chemical substances. The substance or substances initially involved in a chemical reaction are called reactants. Chemical reactions are characterized by a chemical change, and they yield one or more products which are, in general, different from the reactants. How can we describe the city or urbanity as a chemical reaction:

$$R_1 + R_2 + R_3 + ... \Leftrightarrow R_p^1 + R_p^2 + ...$$
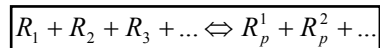
Note

The informal and the formal city have always existed next to each other and will furthermore live like that. Also in this epoch, master planning, the planning mode of the formal, will conquer against scenario planning, the mode of the informal. We as urban planners have to keep in mind that we have to look for an attitude within our discipline that admits the new context within the design. Absoluteness does not exist anymore. We have to design with uncertainty and the informal city. Since urbanity is becoming perverted, urbanism will never fit itself within the 'new' but it will settle itself within the 'more' and the 'modified'.

The Reactants

Zeitgeist: How the line of thought established in the seventies is becoming a contemporary appropriate method for the dialogue in the urban act.
Why writers, politicians and architects of the 20th-21st century want to produce in such a rush this amount of manifestos? Masses of prose have been sent out in the world and even in the cosmos. But what brings it in? Obviously, there is a need to change. 'The city can no longer be city' as Rem Koolhaas stated in his manifesto The Generic City, 1995.

Since the end of the sixties, phenomena are continuously translated into architectural manifestos. Modernism, the last architectural period which searches for the Whole, collapses and is criticized with revelry. Countless manifestos herald the age of Post-Modernism. Twenty years later also the liberator, Post-Modernism, collapses but in fact it never existed. Post-Modernism can be seen as the start of the battle of the manifestos. One manifesto follows quickly the other hand in hand with the mutation of the city. As well, when an architectural phenomenon lacks a manifesto, they suddenly get a retro-active one. Not only Rem Koolhaas wrote a retro-active manifesto for the phenomenon Manhattan, but also today, in 2006, Brussels received its retro-manifesto with the aim to keep it on the map as the European Capital. This should preserve sleeping beauty Brussels to inundate in the anonymity. The manifesto and the phenomenon are living in total symbiosis. The manifesto is the global advertisement medium par excellence for architecture/urbanism. It is a peculiar art form with own rules of brevity, sharpness and the use of *le-mot-juste*. Manifestos are poetry written by a person in full action. My own research between a manifesto of 1974 by the Anarchitecture group, guided by artist-architect Gordon Matta-Clark, and a manifesto of 1995 by Rem Koolhaas shows the sudden availability of thoughts set up in the seventies. As a lot of urban interventions are going on in the urban space, I want to stress the importance of learning from the history. The urban intervention can be a tool to intervene in the public space and react against the global forces. Today, globalization is turned into glocalisation. But what were the tools and how do we have to operate in the city?

We linger for the moment in an interparadigmatic period[1]. Architects and urban planners doubt their profession and dare to look with a versatile glance to the surroundings. The architect becomes a multi-person using data as dada. Data even gets self-evidence. The supposed "truth" in numbers – which age more rapidly than any form of architecture – is used as a mythical shield against dialogue or criticism. Quantity instead of quality. Urban planner becomes at

the same time a sociologist, a philosopher, an anthropologist, a photographer, a manager, etc. Planner and architect are less and less profound in their own professional territory: the public space. A paradox originates: architect and the urban planners are relieved from their obligation to let the world shine.

For long, cities have been extremely differentiated spaces, characterized by heterogeneity, diversity of activities, biotopes of the glorification and amusement. Since Plato's 'Republica', the polis has been identified as a breeding ground for urban activity and an uncertain encounter as well as intrigues of the bureaucrats and power games of the elite. Stress between these dialectic twins of emancipation and powerlessness feed the urban planners, designers and architects since the early youth of urbanism. The rigid suit wherein the modernistic urban planners tried to fit the city is thrown off. The urban multiplex is a fragmented kaleidoscope of appearing, not linked spaces and places, a collage and a patchwork of images, signs, functions and activities which are globally organized.

The necessity to think about the appearance of the city reaches it highest peak in the urban discipline in the sixties-seventies. Modernism is done and the Anarchitecture manifesto, 1974, criticizes for the first time briefly the practice of urban planning. The dictator of the designer, the mass plan, the wonderful idea of the social architecture … they made fool of everything stated during this period. Gordon Matta-Clark draw a Modulor where he defined Le Corbusier's Modulor not as a metric instrument itself but the space in-between arms, legs, head and shoulders as the elements of architecture. This will be called later in the text as the anti-space. But summarized, they postulated the urban action as the driver for the urban planning instead of the long discussions of previous periods.

This trend can be considered as a zeitgeist outcome. In 1978, Gordon Matta-Clark dies and at the same time the phenomenon Bigness makes its appearance in the New World according to Rem Koolhaas. Globally, a minefield of strategies is developed to conquer the city. Architecture and urbanism become restricted and get dictated by the internationally advancing consumption forces. The generalized modernity[2] tries to adapt to the Bigness of this mono-multicultural society[3]. Consuming and relaxing are the messages. The trade-mark becomes the headword of the modern enterprise and advertisement is staked as a medium to make the messages clear to the consumer. From 1978 till today we perceive a remarkable shift from the old mass media to the new one. The new media is giving more and more freedom to the end-user, challenging the standardized and centrally controlled information flows of the old mass media. Interactivity

is adopted by the global production. The social is the software which the user can program freely. The fusion of the vertical process, the think global act local idea, and the horizontal process, the old idea of globalization, receives its interpretation in the term glocalization.

Glocalization is the merging of currently global modernization tendencies with their actual realization and design within a specific context. Globalization is different in every place. Globalization interprets itself locally. Exactly, glocalizing is the process that out of the local affects the global forces from the global-culture side as well as the individual mono-culture side. But our main concern: Where shelters the danger for the public space? The user affected by the vertical and the horizontal processes, is and stays the user of the public domain of the city. A consequence: a redefinition of the public space by the traditional media happened, and today this is achieved with an even greater economical effectiveness through the new media. The media focus their attention on the public space, the space of the user, or the media translate their points through the user in the public domain. The public domain is the core of diverse initiatives to react to the current globalization of the world and the focus of the urban life.
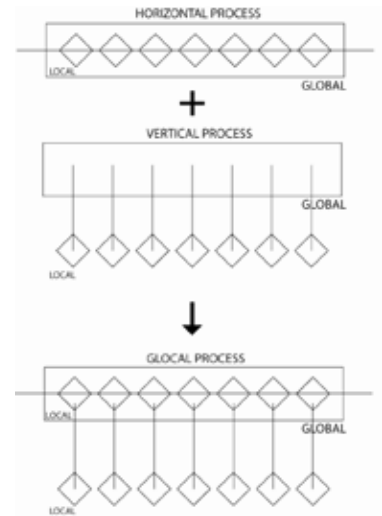
The Chemical Reaction

Introduction of the anti-space or the conception of the threshold

With the beginning of Bigness a wholesale exodus starts out of the city. The middle class captures and explores the peripheral landscape. Also cities such as Helsinki went into this direction. From Bigness on, people are coming to the 'new' city by settling down in the crushed urban structure. The ideal dream is a house with some greenery and a car in front of the house. The portrait of the social monsieur Hulot, the urban planners ideal, struggling with the postwar France's mindless obsession with modernity and American-style consumerism. These include Western society's obsession with material goods, particularly American-style consumerism, the pressure cooker environment of modern society, the superficiality of relationships among France's various social classes, and the cold and often impractical nature of space-age technology and design. This is the dream of every new man and woman in the age of Bigness. Until now, new urban centers are becoming a poor example of this drift. The support of the urban planners to the abuse of the urban peripheral landscape that neglects all features of the city and only lives as a parasite on city elements such as a

tramway, a station, … can't be seen as making a city. As a result, a vast amount of anti-spaces, who beg to be subjected by the imagination of the designer, come into being. The city becomes, within the idea of the city branding, subdivided in niches. Production places are assembled in fortress-like parks. Medieval fortresses, without defense walls and fields of fire, but with video-cameras protecting the entrance to this global financial paradise. The open space is imprisoned. In this way, Thompkins Square Park in Manhattans scene-niche of Lower East side has a symbolic meaning. A lot of global mega towns are fragmented in this kind of urban spaces with strongly marked borders.

Urbanism can no longer keep itself busy with the built areas but has to search for the anti-space of the city. Maybe OMA' s competition plan for the Ville Nouvelle Melun-Sénart of 1987 is one of the first plans utilizing the new mode of life of the city. Within a beautiful unspoiled peripheral area they had to design a new city quarter. The answer was to create a formless city, defined by the system of emptiness that guarantees beauty, serenity, accessibility, identity, regardless its future architecture. The model of the archipelago ensures that each island's maximum autonomy ultimately reinforces the coherence of the whole. With a similar approach, a new plan for a city part of Riga by the office 51N4E deals with the same principles, and hopefully this will become a realized version of a design in the archipelago city.

The chameleonic spaces weave themselves in, under and through the accepted city. Her vectors steer the visitors in different directions. The anti-spaces give shape to the substitute city. Substitute as a superposition and/or filling within the existing islands of buildings. The city is an archipelago – like the fur of a leopard. The past models of morphology and typology are no longer relevant. The void forms the background on which people have to read the city. Urban planners have neglected these spaces too long. Urbanism is wasted.

The temporary, uncertain intervention: Learning from the Derive.

The Derive. The game of Derive is about taking decisions, based on psycho-geographical maps with directions of penetration through the surrounding blocs whereupon the participants constantly analyze the happening; the dimension of the game space can differ from a city bloc to a city quarter, to the maximum of a city complex and its peripheral zones. A Derive can be done in groups of 2 to 3 persons with the same level of cautiousness. This rule was added since the cross ideas of different persons led to more ideas. Originally the Derive was done by just one person. The average duration is one day, but it could be extended into weeks or

even months in order to raise the personal disorientation and get more impressions of the site. There are different forms of Derives: the static Derives, the hitch-hike Derives, or the Derives within a traffic jam or during a strike. Constant saw the new nomadic society as a place where inhabitants arrange their environment themselves and where architects are no longer the builders of isolated elements but of a complete environment, of scenarios of reality. Francesco Carreri: 'On the subject of New Babylon we might say: to design a city for nomadic people that negate the city is a contradiction: New Babylon is this contradiction. A double negative leads to a positive solution: a mega structural, labyrinthine architecture, based on the sinuous line of the journey of the nomad[4].' Gathering information is the initial phase for the design, but it makes no sense to attempt to get finalized analyzes since the city is no longer based on certainty. The walk of the artist takes one back to the ontological stadium of the nomad strolling through a city of islands and open sea. New notions have to be introduced to better understand the nomadic consciousness. Temporality and uncertainty are the main elements. Temporality and uncertainty of the intervention transform the Castellsian notion of the flow into the trajectory, and the Cauterian capsule into the shelter[5]. The line and the point are back. The trajectory determines the connection between two or more points, where these points materialize monuments, shelters or points of recognition, of the anti-space.

If we look at the contemporary city, we remark that more and more inventive survival strategies are being invented by the marginalized. They are mostly not helped and the task of the government is to protect the open space.
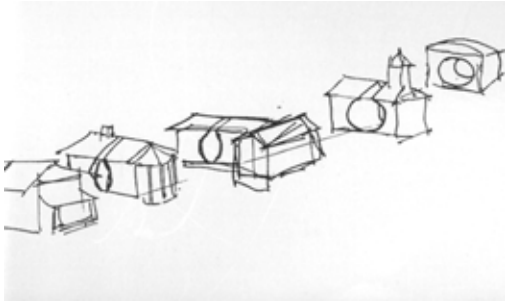
The border: a 'splitting vector'

What is a border? Is it simply a line? The border is a line, a splitting vector. The line as a vector contains two significances. The first one comes down to the meaning that each surface or volume is demarcated by a diversity of lines. Or without a line there would be neither surface nor volume. If two surfaces, zones, overlap each other the intersection is a line. The possibilities are increased if we approach the line as a border, a demarcation. The relation created between the both zones by the line stands rectangular on the functional, splitting vector characteristic of the line. A border should split zones but by splitting the border becomes an independent zone. In this way the 'Cuttings' of Gordon Matta-Clark can be interpreted in a completely other way. Gordon Matta-Clark's background as architect shows that his work cannot simply be classified as art.

By splitting blocs 'new' spaces become visible, a space that is again outlined by borders. In 1972 Gordon Matta-Clark manifests with his piece 'Treshole' – a

reflection to his 'architecture is trash' conversations – his idea of cutting by gut and cure pieces of floors on the place of a threshold. The threshold is opened up and transforms the space of a threshold into a space of looking through the building. The work can be seen more as a metaphor than as a real urban intervention but it epitomizes the idea of the connection of anti-spaces. The project for six houses

Project for six houses in a row, Gordon Matta-Clark, Houston, 1975

in a row is Matta-Clarks requiem in a sequence of cuttings, starting from the Treshold continued by cuttings in ruins during the building phase of Centre Pompidou, cuttings in a country house and a cutting in Pier 52 in New York. Gordon Matta-Clark tells us about his idea of splitting:'Completion through removal. Abstraction of surfaces. Not-building, not-to-rebuild, not-built-space. Creating spatial complexity, reading new openings against old surfaces. Light admitted into space or beyond surfaces that are cut. Breaking and entering. Approaching structural collapse, separating the parts at the point of collapse'.

The trajectory: the line of the lost

Guy Debord's Derive, as mentioned already, invited people to get lost in a part of the city. Guy Debord and the situationists connected a method of mapping to these unrestrained walks through the city. A map of city fragments with arrows in between is a result of this mapping of the city. The arrows express the unintentional flows of the participants. This map shows a city of exploded pieces where the 'unity' of a city is entirely lost and where solitary fragments of the historical city float in open space. It reveals the anti-structure of the urban space. The city is filtered based on personal experiences. The trajectory is a vector that leads you towards the anti-space. Be careful of not making the same mistake as the situationists to pretend that this map is the ultimate tool for the design of the city. This map is a starting point to discover the anti-space. From this point on, a design can start settling down generators in the open space. Since ancient times the menhir is the symbol of a prototype generator of the landscape. The menhir envelops three important features of a generator. First of all, we have to consider that the menhir was the primaeval artificial intervention in the landscape and worked as a signal along the most important crossings of trajectories. First feature is that it was used as a logo. On the surface of menhirs one can find symbols explaining the territory. The Laconi shepherds of Sardinia are still calling the stones perdas litteradas, lettered stones. Secondly, it was also used to express the geometry of the site. They express the architectural construction of the landscape. They give shape to the natural chaos as a point, line or circle. And thirdly, it was used to describe the physical structure and the fertility and/or mysterious-religious use of the site.

The trajectory of the lost is the guide in Gordon Matta-Clarks work of looking at the city and discovering spaces to add to his map of the city. Gordon Matta-Clark: 'I think of [plans] like ... throwing a ball in space and being able to pass through surfaces ... It's basically mental projections of projectiles, and you spend all that grimy time trying to realize them[6].' In work of my own done after the 2002 Cultural Capital year of Bruges I personally accomplished a Derive in the old city quarter of Bruges.

By trying to discover the real intention of the structure of the city we made a city map on a beer mat which invited the citizen of the historical center to start a re-occupation of the waterfront of the city. The golden triangle of the city is an amusement park consumed by the global tourists. Citizens of the old city protect themselves by living in a capsule in this zone. The waterfront is not seen by them and the city planners as a place to connect both cultures of the city. Everyone is living around the waterfront. Tourists and citizens use this zone. Tourists mostly for looking at the buildings, and citizens as a space to spend their free time. It forms the backbone and anti-space of the city. We started to define shelters and trajectories and start to redesign the space. The beer mat invited the citizen and tourist to start the conversation in every local pub in the city.

The shelter: making a choreography of a place and inviting the user to participate

The shelter exists because of the trajectory. In the uncertain intervention and temporality the shelter offers the user a place of recognition. In a choreography a space can be designed with different shelters where encounters meet. The more the user is involved in making the shelter, the more the project, the city, becomes part of the life of the user. This way of attracting the user into the project was used in the seventies by participation projects. Also Gordon Matta-Clark started up a project with a group of young people at the end of his life. Nevertheless, mostly this kind of participation projects resorts to endless discussions or scouty art interventions. Participation can be interesting but we have to keep in mind that it does not lead to a design. It helps to understand the area during the travel. Afterwards, the design has to give the user the possibility to mutate his space. The urban design creates the generators that will steer the plan during the mutations.

SAMPLING Bruges

The Resultants

First open question

We can conclude that we have to trace the processes that determine the landscape and edit them. The processes with the respective pressure group and users make urbanism at home. On the other side, we have to trace lifestyles. But can the 'artistic' intervention be the medium to trace both?

Second open question

Everyday urban design does not only concern the structure of the city, dominated by rationality and functionality, but also the anti-structure of everyday and less everyday rituals. Every lifestyle has a specific use of the urban space that we can only catch by walking on site and set in our designing. Can the Vivilirive with the goal to set up an anti-structure open new ways of thinking about the sprawled city?

1st strategy: keep distance

Making space means to fence off. Urban planning always tries to design borders. But instead of delineating the built surface we also have to delineate the anti-space. The border demarcates spaces but absorbs the characteristics of both sides. Observe the archipelago structure and strengthen the islands from the seaside. By looking to the city from a side, the space is overviewed in totality. It is an unprejudiced way of looking. Analyzing is a part of the design.

2nd strategy: re-introduce monumentality

Everyone is trying to put the city upside down, but also every time we need to orientate within this city. The orientation happens on the base of identical elements in an always changing context. Monumentality defends the notion of a locus in a more and more difficult network. Monumentality also determines shared spaces. On the one hand, people are familiar with the monument and they understand the significance of the monument, but on the other hand, in the meaning of the un-shared space, the monument forms for a group of citizens an accidental identification mark in their journey through the space. They get in contact with the citizens and share their ideas and cultures. This is what makes a city a city. The design of the monument, the public domain is urgent in our society. These compasses orientate the area and the scenario of the uncertain encounter. Spaces have to negotiate and not isolate.

Result: mapping

Let us map the anti-structure. The uncertain encounter is the new citizen for the script of a 'new' urban scenario.
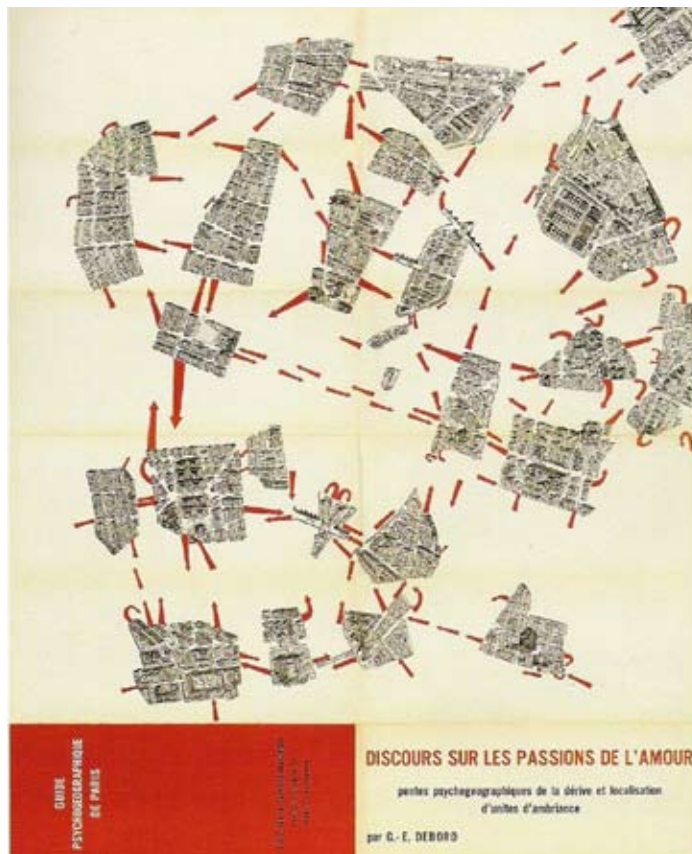
Notes:

1 **Thomas S. Kuhn and Bastiaan Willink** (1972): De structuur van wetenschappelijke revoluties (The structure of scientific revolutions), Meppel, Boom. In this research Kuhn and Willink define the word paradigm as a set of canonic, axiomatic theorems where everyone deals complete unanimity within a certain discipline. In a paradigmatic period a group of scientists agree about all basic principles. Interparadigmatic periods are the ones where the community is dividend in enclaves with specifics opinions, interpretations and speculations. This phase ends at a time when somebody introduces a revolutionary axiom which organizes the different storylines.
2 **Rudi Laermans** (2004): Urbanity in the generalized modernity, paper, Center for Cultural Sociology, Leuven. Rudi Laermans determines the term generalized modernism as a better name for Post-Modernism in an age where the principles of modernism are still active.
3 **Naomi Klein** (2000): NO-LOGO, London, HarperCollinsPublishers.
4 **Francesco Carreri** (2003): Anti-walk, in Walkscapes. Walking as an aesthetic practice, Barcelona, Editorial Gustavo Gili, p. 116.
5 Manuel Castells defines the flow as a controlled bundled stream as we are in a tunnel but the notion of the trajectory is a flow within the uncertainty, a flow of getting lost. Philosopher Lieven de Cauter defines that in the globalized world people are living in capsules. By opening the capsule into a shelter the capsule becomes also a place for gathering.
6 Interview Gordon Matta-Clark, in: **Judith Russi Kirshner** (1992): Gordon Matta-Clark, in: Corinne Diserens (red.): Gordon Matta-Clark, Valencia, IVAM Centre Julio Gonzalez, p.391.

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Coining a region:
A case study of regional branding in the Øresund Region

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Introduction

Regional branding has become increasingly important in a world of rising global competition. Regions have to position themselves to take part in the active struggle for new inhabitants, investment and tourists. Though, branding does not necessarily have to aim at an outward presentation. A communication of its character and strengths can and should also be introversive. Moreover, the aim of branding can be both to communicate the status quo, but also to give a future perspective for development. This report examines regional branding in the case of the Øresund Region, a European cross-border territory. It is not a grown region with long institutional traditions, but a relatively new product of European integration. The Øresund Region consists of the two Danish districts Zealand and Capital City (Copenhagen) and on the Swedish side the Region of Scania with Malmö as major city. It is looked at how branding is organised and which impacts it has on regional identity and functional interdependence. To meet the scope of this report, not all branding approaches are examined, but the two fields of knowledge-based development and labour market.

Research questions and aims

This report focuses on the influence of branding on functional interdependence and common identity within a region. In the case of the Øresund Region, geographically adjacent areas chose to work together. The cross-border region that emerged has no own administrative power and is in its shape an artificial product. However, informal ways of cooperation have been sought and a common regional branding was established. The following questions might give a useful structure:

- How is the process of regional branding organized? Who speaks on behalf of the region? Who is addressed?
- Which impact does regional branding have on functional interdependence of the region? Is the promotion really targeted at creating a common regional identity?

The first group of questions focuses on the framework of regional branding. By looking at how it actually is organized, its intentions can be revealed. First, it is crucial to know, who speaks for the region. Is it a certain interest group, trying to put over a one-sided view? Or is one of the parties unequally advantaged? Second, it makes a huge difference for inner-regional integration, whether the target group is the citizens of the region or international companies or tourists. When the only aim of regional branding is to attract foreign money, it will change nothing in the behavior of local people. The other part of the investigation looks at the impact of branding on functional interdependence. How far is a common identity communicated that people can identify with? What is besides mere advertisement done to ease crossing the border (literally and figuratively) for local people? Finally, the branding of the Øresund Region is classified into the spectrum between one-dimensional economic orientation on the one hand and sound regional perspective on the other hand.

Theoretical Framework

Regional branding

The change from industrial urban environments into new cultural, service-oriented and knowledge-based cities and the pressures caused by the intensification of globalization have influenced significantly the approaches towards urban and regional development.

Jessop (1997, cited in Jensen 2005:7) states that given the transformation and new conditions of today's societies, cities and regions are in a process of being re-imaged as an effort to enhance competitiveness. In addition they are creating conditions that are attractive to lure potential capital into the area. Today such changes are not aimed only at having local impacts but it has become an opportunity to promote and position the city or the region at a higher level in the competitive world. Place branding has developed as a response to such increase in inter-urban competition (Jensen 2005:4).

The concepts of re-imaging, attractiveness and most important competitiveness become more significant to cities and regions as these are developing in new market-oriented forms of urban management. Gertner (2007:5) states that "places have to implement the concepts and tools long adopted by firms, organizations, and individuals in similarly competitive environments". This implies that urban managers and politicians need to consider their "organizing capacity" for institutionalizing the branding practices (Jensen, 2005:4, referencing van den Berg & Braun 1999). In addition this is closely linked to the re-design of governance mechanisms, especially to new forms of public-private partnership and networks. What is important then is the "conscious" application of branding as an instrument reinforcing urban and regional planning strategies and processes.

Branding is considered to be the most used and significant tool of the new marketing tendencies in planning (Jensen 2005, Ashworth & Voogd 1994, Rainisto 2003), due that it integrates all strategic elements into one formula. It has been studied that in the last years there has been an increase interest in urban and regional branding in Europe (Ikuta 2006). The Assembly of European Regions recognizes and emphasizes the importance of the relation and influence that branding is having on regional development today. They state that brands need to be followed by clear actions that transform and develop the region into the targeted image and profile, the brand. (AER 2007).

Thus, regional branding can be defined not only as a name or a slogan but "as a way to formulate, package and communicate strategically selected elements (the strategic profile) of a regions culture, geography, infrastructure, resources, competencies, talent, etc (often referred to as its identity), in order to make a desirable impression (an image) on internal and external stakeholders and selected target groups (audiences)" (Berg 2006). Hence, having a brand strategy means first knowing exactly what are the region's strengths, qualities or assets; second understading how to develop and use them strategically; third realizing that there is a need to promote them locally and abroad, and finally that by doing, as one brand it can become more distinctive, attractive, and competitive. Thus, the main influence that branding has in a region is that its local activities, infrastructures, people and institutions will aim as close as possible to the demands of the targeted consumers. Finally, its expected objective is to maximize the efficient social and economic functioning of the area and its identity in accordance with whatever wider goals have been established.

Definition of region

Broadly, a region can be seen as a contiguous area with certain features. Those can be found in e.g. a political, economic, cultural or social context. Hence, regions characterized by different features can overlap and have a differently-sized extent. For a classification of regions, it is drawn mainly on two different approaches. The similarity principle looks for geographical areas with common features, such as shared cultural heritage or homogeneous natural conditions. The other approach is represented by the interlacement principle. It looks at interactions between the elements, such as cities, concerning their degree of interdependence and thus looks at an area from a functional point of view. Examples are labour market regions or the Central Place Theory by Walter Christaller. (Sinz 2005:805-808) For the investigation in this report, both approaches will be of importance. The research area derived from its closeness to a geographical feature, the Øresund sound. To what extent the region also is functionally interwoven will be examined.

Euroregion

The European Union (EU) knows two types of regions. First, domestic political areas (or aggregations of those) are expressed by the so called NUTS regions (nomenclature of territorial units for statistics). However, the Øresund Region is not an area with own political power, but depends on the decisions of the local and regional authorities it consists of. It belongs to the second kind of regions which is known in the EU, the Euroregions. As for 'region', the term 'Euroregion' is referred to in different ways. Generally, it describes cross-border regions with an organizational structure formed for certain purposes. Those purposes can derive from shared features or functional interdependence. Yet such an a priori condition does not have to occur. Euroregions can also be socially constructed spaces with a strategic capacity. Strategies can for instance aim at getting the highest possible funding from the EU. Thus, functional interdependence and a common identity do not have to be there from the beginning, but can follow a rather strategic and economy-oriented process. (Perkmann 2002:5)

Urban-regional functions

Urban functions are understood as the five main fields of human activities located in cities and their hinterland. Those are living, working, supply, education and recreation. Transportation and communication are not understood as functions on their own, but evolve as necessary means to fulfill the urban functions. Resources spent on commuting have to be offset by advantages distant places can offer. The regional perspective appears when people satisfy their needs outside their local centre. If there are strong linkages between different cities of an area,

for instance concerning the labour market, it can be called functional region. Thus, the described functions are in this context referred to as urban-regional. (Heineberg 2001:48-49) Different elements have unlike catchment areas. A specialized hospital, for example, has a bigger catchment area than a practitioner. This goes back to Christaller and his Central Place Theory. Simplified, it divides demand and supply into lower-, medium- and higher-order. Cities of the highest rank offer all three kinds of demand. Medium cities have lower- and medium-order supply and smaller towns are just supplying the locals with basic services and goods. Bearing this in mind, it is natural that people from other parts of the region are commuting to Copenhagen as the biggest city supplying a multitude of opportunities. (Hofmeister 1999:83) In this report, it is of importance how these linkages that were impeded by natural barriers and a nation-state border over a long time are strengthened by current cross-border activities.

Methodology

Based on the definition of regional branding, three interdependent components have been extracted: Consumers, Promoters and Strategies. By identifying these elements and their relation with the functional region, the impact of branding in the Øresund region is expected to be determined. Therefore, as part of the methodology their meaning needs to be clarified.

Consumers are determined as the internal or external stakeholders, which the branding process is considering as the target group. The consumers imply people, institutions, companies or any kind of actors having needs, demands or interests in the region, both already being there and targeted. They can be the ones who are "consuming" today and the ones that the local actors are aiming to come and "consume" the region in the future. There can be different groups of consumers and these can be aimed at simultaneously for different reasons (Ashworth & Voogd 1994:44). The promoters are agencies, institutions or organizations leading the planning and development of the region. They create the strategies for developing and promoting it to the targeted consumers. The former are not only represented by the public sector, but also semi-public or private organizations interested in the development of the region. There can be different promoters simultaneously engaged in branding the region, being mutually supportive, irrelevant or even contradictory (Ashworth & Voogd 1994:44). In some cases the promoters can be part of the product at the same time. The strategies are the ones bringing together the product and the consumers. They go from formulating the main goals and finding the strengths and identities of the area, to identifying

and selecting the targeted consumers. It also implies shaping the region and its attributes (local activities, infrastructures, institutions, people) and guiding them as close as possible to the targeted strategic profile, the brand. Finally, it includes the communication and promotion of all what has been mentioned before. These strategies can be recognized as the new tendencies influencing the planning processes and transforming as well as creating the sense of integration in the region.

The main knowledge about the topic is gained by literature review. First, it serves as substantiation of the theoretical concepts. For clarifying what is meant by 'urban-regional functions' Heineberg (2001) and Hofmeister (1999) were important sources. Looking at regional branding, Ashworth & Voogd (1994) as well as Jensen (2005) gave worthwhile information. However, for each point of interest several sources were considered to avoid one-sided perspectives. Second, the analysis of branding approaches in the Øresund Region was also made by drawing on written information. This could predominantly be found on the internet, due to the up-to-dateness of the topic. As scientific analyses about branding in the Øresund Region are rare, mainly information by the regional actors themselves had to be used. Here emerges a challenge concerning the validity of the results (for the concept of validity see for example McIntyre 2005). As many of the statements investigated in this essay come from involved actors themselves, they might be biased. However, this fact was borne in mind when making findings. Whenever possible, independent articles such as from the OECD were used. In addition, analysing the language involved organisations use and the way they want to support their arguments, helps estimating the creditability of their documents.

Introduction to the case: the Øresund Region

In this chapter the Øresund Region is introduced. A general overview is followed by a look on the organizational structure of the cross-border region. The inspected area covers the territories of the Danish administrative regions of Copenhagen and Sealand as well as the Swedish Region of Scania (see fig. 1). It has a total size of 20 859 km², with the Swedish part being slightly bigger. On the Danish side of the sound there are living approximately two third of the 3.6 million inhabitants (2006) of the region. Thus, the population density is lower on the Swedish side and amounts region-wide to 172.5 inhabitants/km² in 2006. The average annual income in 2002 is 27358 being higher on the Danish side, especially in Greater Copenhagen. It therewith is above the EU average and the averages of Sweden and Denmark as a whole. (Website Øresundregion)

The most important step for a closer approach between the two sides was the foundation of the Øresund Committee in 1993. The idea was to achieve a competitive cross-border region and thus to bring the two historically separated but yet akin sides of the Øresund closer together. It has twelve members: seven municipalities (Copenhagen, Frederiksberg, Bornholm (DK), Malmö, Helsingborg, Landskrona and Lund (SE)), three administrative regions (Capital Region, Region of Zealand (DK) and Region of Scania (SE)) and two communal associations for local municipalities in the Zealand and Copenhagen Region in Denmark. (Website Øresund Committee) The Committee works as a communication platform and builder of networks for its members. Its aim is to break down barriers in the fields of living, education and labour. Although the Committee has no administrative power in itself, the members bind themselves to decisions made in the assemblies held twice a year. Furthermore, the Committee issues annual 'Action Plans' for its work, currently dealing with measures in the fields of sustainable economic growth, daily integration and connecting the region. (Website Øresund Committee) As being the head and contact partner for the Cross-border Region Øresund, it is moreover dealing with the acquisition of EU funds and others such as from the Nordic Council. In the EU INTERREG programme for instance, nation states have to support with the same amount of money as the EU, which led to an investment of more than 60 million into the region between 2000 and 2006. Thus, it is an important task to make the region attractive for funding. (Website INTERREG Øresund) Besides the Øresund Committee as the main regional body, there are several other cross-border initiatives trying to strengthen cooperation. Most are influenced or steered by the Committee. In the following chapter, two approaches to brand the Øresund Region will be analyzed.

Figure 1: The Øresund Region. Source: Nordregio

Analysis of branding approaches

Branding for the Øresund Region is mainly coordinated by the Øresund Network, an umbrella organisation consisting of public actors. Its aim is in aligning networks and attempts dealing with the promotion of the region. The overall brand Øresund is identified with the slogan "Øresund – The Human Capital". Its main features are seen in knowledge-based economy, high level of education, strengthening human capital and high standard of living (Øresund Network 2006: 5). In addition, the human capital brand is also supported by the fact that the region has "the largest recruitment base in Scandinavia with many of Europe's

best educated and skilled inhabitants" (Website Øresund Committee). Therefore, the competitive advantage that the region is trying to promote can be identified in two main fields: Education (Research and Development) and Labour Market. The two branding approaches analyzed bellow, the Øresund Science Region (OSR), and the Integrated Labour Market, fit directly into this overall image. The analysis is done by looking at the promoters, targeted consumers and the strategies. The focus is on which degree of functional integration is wanted by the producers and whom they want to integrate. For this, the strategies of branding reveal a lot about the producers' agenda and the wanted outcome.

Øresund Science Region (OSR)

The Øresund Science Region (OSR) is identified by the Øresund Committee as one of the most significant projects and instruments helping to strengthen the Øresund Region from a global perspective. Its main vision is to develop it into one of Europe's most attractive knowledge-based economic growth centres based on the co-operation and integration on a regional level between universities, industry and the public sector. Three main goals were set by the OSR: first to create a competence centre based on the scientific target areas of Medico/Biotech, IT, Food Sciences and Environmental Sciences (Website OSR); second, the creation of optimum conditions for a positive regional growth spiral; and finally to create new exciting jobs with companies and universities in the region.

Consumers of the Øresund Science Region

Due to the specialized orientation of the Øresund Science Region, from the beginning it could be determined that the consumers addressed are the ones that are within the fields targeted. Nevertheless, it is the intention of the OSR to promote the participation of all stakeholders and actors of the region that can contribute and benefit from the development of the region as an integrated knowledge-based centre. In theory, the triple helix approach promoted by the OSR, which denotes an equal and interdependent relation between university, industry and government (Etzkowitz 2002:2), opens the opportunity to integrate and involve anyone within the region into the project. However, when having an overview of the information on the ORS, it is basically aimed at students, scientists, capital and companies from abroad.

On the other hand, it can also be argued that since the OSR is aiming at the three spheres of the triple helix model, this can endeavor a greater range of the population of the region. The new labor opportunities, education, infrastructures, etc, created by the OSR, appears to be something in which everyone in the region can benefit and participate. However, because of limited number of industry

sectors target, there is a limitation of the fields in which these opportunities and relations can emerge. Yet, it is argued that these areas are the most representative, consisting of a highly educated population, twelve universities, six science parks and 2000 companies (Website ORS). Still, these represent only a fraction of the industrial activity of the region which is in large part based on traditional, low-tech activities (Garlick et al 2006:6).

Promoters of the Øresund Science Region

The Øresund Science Region is an alliance between four research and innovation platforms, created by The Øresund University, regional organizations of the public sector represented by the Øresund Committee and companies represented by the Øresund Business Committee. These platforms are considered to be the framework in which universities, the private and the public sector meet and develop their respective areas. The platforms have been created corresponding each one to the scientific target areas which have been established for the region. These are: Medicon Valley Academy working in medico/biotech, Øresund IT Academy within the IT area, Øresund Food Network working with food sciences and Øresund Environment Academy within the environmental sciences.

Thus, the main promoters of the Øresund Science Region are the four organizations operating the framework which represents and integrates the different actors. In addition, these actors are also expected to be promoters, even if they only act in one of the specific fields. For this, the OSR encourages and provides information, brochures, presentations, etc. In this sense with the ORS, what it is being promoted is not only the Øresund Region, but also to a great extent the different actors that are part of the OSR.

The initiative taken by the Øresund University, which gathers twelve different universities of the region and the different stakeholders creates a bottom-up cross-border model that gives uniqueness and importance to the role that higher education institutions can play in regional development, integration and branding (Garlick et al, 2006:34). This model is considered innovative (Garlick et al 2006:6) due to the regional collaboration among higher education institutions, the lack of national government intervention, and the role of the platforms in providing coordinated linkages between these and the community. The framework is a collaborative, flexible and informal mechanism in comparison with more rigid and formal structures run by governments. These flexible structures become an advantage in the evolving relationships and integration of the region (Garlick et al 2006:43). The leadership role undertaken by the Øresund University can be seen as an example of good practice to other regions and their higher education

institutions throughout the world on how to develop and promote such cross-border arrangements (Garlick et al, 2006:4).

Strategies of the Øresund Science Region

The main strategy of the Øresund Science Region is to bring together top-level business sector people with regional politicians and the higher education institutions, creating the best possible conditions for integration and regional knowledge-based growth. Since the Øresund Science Region operates in two countries, the triple helix model becomes uniquely resulting in a sort of "double triple helix network" regional organization strategy. (Website Øresund University).

Specific actions support the organizational structure which can be considered also as part of the strategies. These are aimed at securing the future initiatives facing the challenges and development of the platform organizations' interests. In addition they intend to consolidate the co-operation between the "double triple helix model". These are (Website ORS, Frandsen 2006):

- Establishing state-of-the-art scientific clusters and networks among people and firms.
- Stimulating new knowledge in areas where the Øresund Region is competitive on a global scale, promoting innovation and incubator services.
- Promoting integration across the borders of: disciplines, academia, industry, the public sector, The Øresund Region and other regions in the world.
- Knowledge on knowledge, study and analyze the cluster and improve the awareness of it.
- Creating strategic information and communication that helps government, companies and universities make the right decisions.
- Providing global branding and marketing of The Øresund Region as a high tech region.
- Developing and securing an innovative environment and efficient commercialization structure.
- Becoming a catalyst for creating a worldwide inflow of students, scientists, capital and companies into The Øresund Region.

Thus, instead of acting as a regional planning agency, the Øresund Science Region's strategies facilitate the conditions and tools for regional integration. The work of the Øresund Science Region is not directed by the government

planning but by the involved parties themselves (OSR). Thus, the framework by which the strategies are implemented encourages the companies and parties to be active stakeholders. On the other hand the overall visions and goals are agreed on the objectives of the parties involved, just by transforming and promoting them as a common, structured organization: The Øresund Science Region. As stated in the organization's objectives, the promotion of the OSR is beneficial to the individual goals as well as the overall objectives of the region. In this sense the active participation of the different stakeholders, promotes a flexible functional and organizational structure that adapts its goals, strategies and brand to the needs and demands of the stakeholders and finally of the Øresund Region (for an overview sew fig. 2).
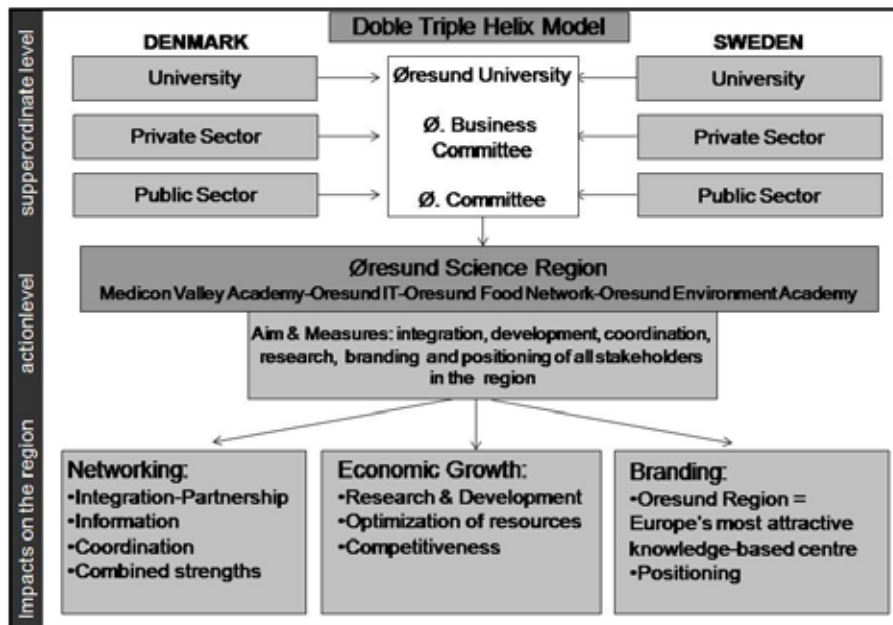

Figure 2: Overview of institutions, actions and impacts of the Øresund Science Region

Integrated Labour Market

The aim of integrating the Danish and Swedish labour markets in the Øresund Region is tackled on two different levels by various actors. On the one hand, legal efforts are currently undertaken to shape a common labour market that covers the whole region. Those will be implemented by bilateral agreements on national level. Yet this process is still in the beginning. On the other hand, information and promotion aim at deliberating people and firms about the opportunities of

actively perceiving the other side of the sound as area for working or recruiting. The second approach is examined closer, since it is a matter of branding with an integrated labour market as the promoted brand.

First, a few introductory statements on the labour market situation in the Øresund Region are made. Concerning the dynamics of the labour market, the Swedish side shows a higher economic and employment growth, however with the Danish side still being economically stronger. The Øresund Region holds about one quarter of the total employment of both countries together. More and more people are moving to the other side of the sound and likewise the number of commuters is increasing, having doubled from 1997 to 2002 (see fig. 3). The bulk of commuters lives on the Swedish side and works in Denmark. Most movers settling in Scania are Danes seeking for lower living costs. Most of the people moving to Denmark are Danes moving back. So, in a nutshell the Danish side is the more attracting employment area, whereas Scania has more appealing housing and living conditions. It is different qualities that make cross-border activities worthwhile. (Website Øresund Committee)

The two main institutional actors in this field are the already mentioned Øresund Committee and the Öresund Labour Market Council. The former has the common labour market as a goal in the development category 'daily integration'. The latter is an association consisting of members from the boards governing the Public Employment Service in the different administrative counties in the region. They are the labour market partners - the employers' as well as the employees' associations – together with representatives of local and regional communities. The Council's tasks are in developing a vision for and gaining deeper insights on the Øresund labour market, coordinating, bringing up and negotiating initiatives or networks and identifying ways of deregulation.

Figure 3: Commuters crossing the Øresund
Source: Website Øresund Committee

(Website Øresund Committee) Together, they undertook a research project with the title 'A Cross-border Labour Market – Results and Opportunities' in 2003-04 (see ÖAR & Øresund Committee 2004a). Several recommendations for the future development were framed. Opportunities for employees as well as employers have to be communicated and marketed. The brochure 'Working in Denmark – Working in Sweden' (see ÖAR & Øresund Committee 2004b) is a direct outcome of this project. The establishment of a common job data base and strengthening of dialogue and division of labour between the different regional actors mean further improvements. The compatibility of the rules and systems in the two parts of the Øresund Region should be enhanced. However, the
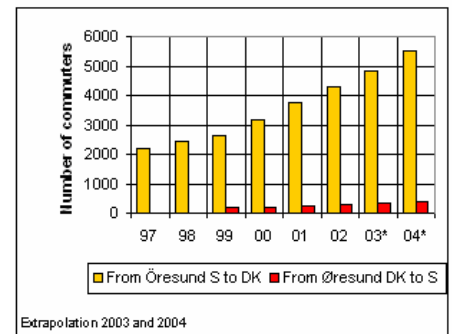
difference in terms of market is seen as stimulating – as each side has its unique features making it interesting to act beyond the sound, whereas the institutional differences can rather hinder the growing together. Concerning the importance of a functioning labour market for outward success of the region, it is stated that "The advantages of a larger functional labour market are particularly compelling in the context of increased global competition." (OECD 2003, cited in ÖAR & Øresund Committee 2004a:6).
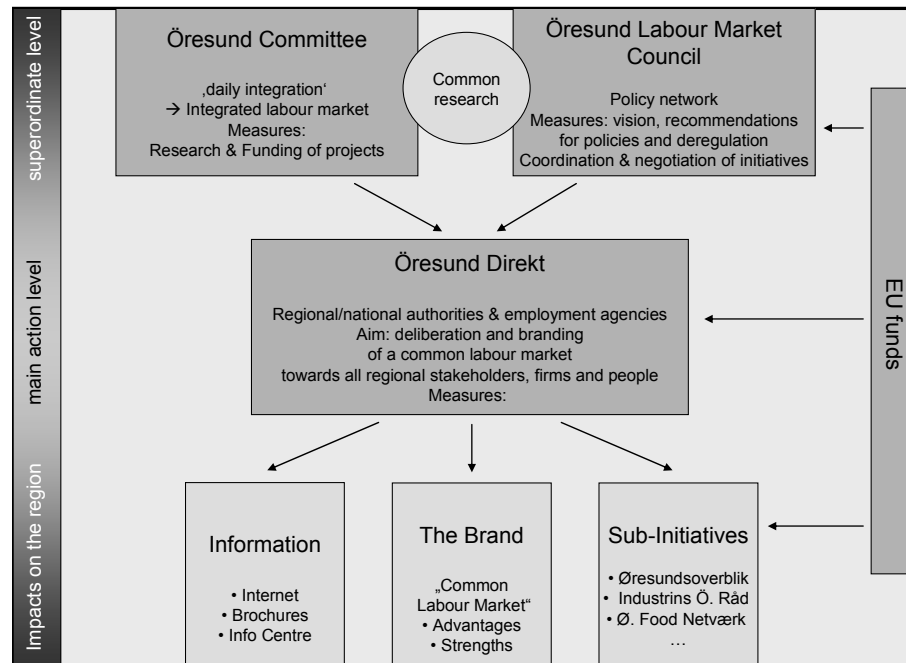

Figure 4: Overview of institutions sharing the goal of an integrated labour market

Several networks and initiatives are dealing with marketing and communicating employment issues, consisting of a great number of actors (for an overview see fig. 4). The biggest information platform and coordinator is Øresund Direkt, the labour market counter-part to the general branding organization Øresund Network. This network – and spin-offs – will be described following the scheme depicted in the methodology part: consumers, promoters and strategies.

Consumers
Addressed are as well individual people as companies. Individuals get help concerning work, but also the related topics moving, commuting, studying, searching for a job and visiting. Entrepreneurs are addressed, when they want to start a business in the other country or when they want to employ somebody

from the other side. The targeted consumers can chiefly be found locally. However, this network is also a great help for foreign firms, providing first-hand information on the region. (Website Øresund Direkt) In the broader sense, also public authorities are targeted. Bringing them into dialogue with each other helps forwarding unbureaucratic solutions for individual cases on a very local scale, thus affecting daily life.

Promoters

The promoters of Øresund Direkt are regional and national authorities and employment agencies, in a leading role the Danish Ministry of Economy and Employment and the Capital Region in Denmark. Together they try to mobilize regional stakeholders from the public and private sector to engage in promotion. (Website Øresund Direkt) Three sub-initiatives, supported by Øresund Direkt are explained to get a glimpse of private or sectoral networks that emerged from the public initiative Øresund Direkt.

- Øresundsoverblik (Øresund overview) is a public, EU-financed project, offering general information, but also giving companies and associations the chance to present themselves and find partners for undertakings. (Website Øresundsoverblik)
- Industrins Öresunds Råd (Øresund Industry Council) is a cooperation between Danish and Swedish industries and the respective trade unions, targeting in a facilitation of cross-border labour activities.
- Øresund Food Netværk (Øresund Food Network) aims at bundling research and organizational measures between food industry companies.

Strategies

The brand, the 'integrated labour market in the Øresund Region', is being promoted with different strategies. First, this network serves as a tool for aligning members' actions. So, it coordinates and bundles measures within the network to have a greater impact on the targeted groups. Second and most important, information is spread and the brand is communicated. This happens by running an internet page and an information centre in Malmö. Øresund Direkt shows obstacles and positive effects a cross-border activity can have for both the employer and the employee. Besides the members of the network, which communicate with each other, a forum on the Website facilitates communication between people or firms. (Website Øresund Direkt) The sample of initiatives mentioned above indicates a huge variety of networks between actors with similar interests. This serves foremost the companies in the region, but also employees. As firms

dare actions beyond the border, more job opportunities come into reach and agreements between employers' as well as employees' unions safeguard the step over the Øresund, which might be grave for individuals. Moreover, information directly targeted at the individual makes the choice of workplace more deliberate. This interplay of bottom-up networks and top-down guidance and information facilitates daily integration and strengthens local agents as well as the regional economy as a whole.

Discussion

Looking at the effects that branding has on functional integration in a region, it is crucial to understand the meaning of network for this process, especially regarding the importance that this has in both projects. By establishing networks, bottom-up resources can be mobilized that otherwise would probably remain unused. In the case of an integrated labour market, networks are important especially on the lower scale. It helps individual people and firms dare the grave step over the Øresund by communicating the strengths and threats. In the case of the Øresund Science Region, the establishment of networks and the relations within the "double triple helix model" stimulates the better use of skills and knowledge as well as the optimization of resources, infrastructures and institutions. In both cases, strengthening the relationships among people, firms, institutions and public agencies improves the division of labor, expands the economies of scale as well as reinforces and encourages the creation of local products and services (OECD 2003:4). Networking can be seen as a successful approach for achieving regional development and competitiveness in a global context. It reinforces the goals of integration that are within the brands promoted. In both examined approaches, it can be summarized that once the framework and the brand become more recognized, more actors in the region will be interested in taking part and developing a wider regional integration.

Most sources come from the promoters directly. As every 'targeted' strategic profile of a project is an objective to some extent, the actual impact of the investigated measures has to be put into perspective. Integrative power and outcome of a project might be exaggerated. A deeper field work would have led to more generalizable and valid results, but was beyond the scope of this report.

Another question is, whether the branding approaches are socially exclusive. Some people or regional stakeholders might be left behind to address the consumers that bring the biggest success for regional development. In both

cases, exclusion actually happens. The Øresund Science Region can be regarded as more exclusive, targeting special groups in the knowledge sector. When analyzing the consumers, it was found that there is a lack of more participation of the government and the local citizens. Although there is a promotion of the use of a triple helix model, the public sector does not have a clear or significant role in the structure. In addition, as identified by Garlick et al, the Øresund Region presents both of the most advanced and depressed areas in Denmark and Sweden. The concentration of the actors involved in the OSR in the main cities of the region has expanded the gap between these areas due to the backwash effects of concentrated growth, which prevails over its possible positive spill-over effects for the whole region (2006:15). The approach of an integrated labour market is more inclusive, as it tries to integrate the labour market in all job sectors and professions. It is furthermore addressed to both people and firms, avoiding an information imbalance. By giving the parts of the regions special profiles, it is tried to strengthen the situation of not only the prospering centre, but also the periphery. Yet some people lacking access to the internet or are not fully integrated into society might not be reached. However, aiming at everyone and communicating everything is hardly implementable. So, the question is not to avoid exclusion, but to deliberate on it and limit it to the smallest feasible amount.

Going back to the theoretical term of a region, it is now interesting to see, whether the Øresund Region is also following the interlacement principle. This means that the region does not only share a common name or geographical feature, but also that the undertaken branding really aims at creating a functional integration. Regarding the importance for functional interdependence of the region, an integrated labour market has extreme impacts on the urban-regional function of working. Interdependence does not necessarily mean the highest possible interlacement of labour conditions across the region, but the degree that is most useful for the economy as a whole. Catchments areas of the centers, chiefly Copenhagen, should not be cut off at the border. So, specialized industries can unfold in the best way and profit from synergies and strengths in the whole region. Legal differences between the two countries will remain, but a more transparent situation and networking will help bridging the gap.

Referring to the Øresund Science Region, the strategies and organizational structure of the project aims at facilitating and creating better conditions for functional integration. These relations are expected to be in the fields of education and labour market, between universities, companies and the public sector. However, it has been shown that this integration has been targeted at the

elites and has had more effects at the levels of institutions and firms. In order to achieve a better integration of civil society and support from government on each side, especially in taking advantage of the linkages, frameworks and platforms that Øresund Science Region has already established have to be used in a broader way.

In the limited scope of this report, the actual degree of interlacement cannot be portrayed. However, it is attempted to show that the branding measures implemented in the Øresund Region support in fact a functional regional interdependence. The good practices that up to now have been established in terms of education and labour should be used as models or for adding other fields of regional integration.

Conclusion

It has been proved that because of the increase of globalization and competition among cities and regions, local decision makers have strengthened the use of branding strategies. This applies notably to the Øresund Region. In this paper, the impacts that branding has on regional integration and identity were examined. Therefore, two fields of questions have been identified, which are conclusively answered in the following.

How is the process of regional branding organized? Who speaks on behalf of the region? Who is addressed?

It is clear that one of the main purposes of the Øresund Region is to show itself as one of the most dynamic regions in Europe, highly innovative, with strong growth and high standard of living. These strengths are shown as the result of the integration of the potentials and opportunities of two regions in different countries. Both the public and the private sector have understood that cooperation and interdependence between the two sides are needed and that the promotion of this can be beneficial for everyone and should be included into the brand. The two projects analyzed in this paper present a combined structure of public-private partnerships promoting integration as part of their strategic profile and image. In the case of the Øresund Science Region, the universities, the private and public sector are considered strategic partners, which can optimize the efforts for development. However it has been shown that not all of them have the same level of participation and importance, especially the public sector. On the other hand, Øresund Direkt can be seen as a more balanced and equal relation

between regional and national authorities and the employment agencies which includes the private sector. Some networks appear in both approaches, such as the Øresund Food Network. This shows the intertwinement of the organizational structures.

Therefore, in both cases the process of branding is neither a top-down nor a bottom-up process but a combination of both and the partnership between public and private are essential and beneficial. It might happen that because of the nature of the project one of the sides has taken the initiative or has been more engaged and active in the process. This determines also the institutions that are speaking in behalf of the region and the ones who are being addressed. It has been shown that the level of exclusion depends on the level of specialization of the project. The concentration in some fields, especially in the case of the Øresund Science Region, limits the level of involvement of all actors and areas.

Which impact does regional branding have on functional interdependence of the region? Is the marketing really targeted at creating a common regional identity?

It has been understood that the role of branding in planning does not only relate to the creation of a name or a slogan for the city or the region. It is a process that is determined by several conditions that already exist and some that have to be developed for the targeted 'strategic profile'. In the Øresund Region, this profile is being promoted, among others, as an integrated area which combines activities and potential of both countries. Functional interdependence is therefore an intrinsic concept that comes within the brand of the Øresund Region. In this sense the strategies implemented in the region are aiming at the optimum integration and interdependence of both sides. Integration and partnership are the competitive advantage that the Øresund Region has. However, once more, in terms of integration the final outcomes that up to now have been achieved are limited to the fields of interests of the institutions. Regional identity is still a goal that is in process and that people will adopt once they find some kind of benefit from regional integration. Here is where branding becomes not only the existing but also the aimed strategic profile for planning.

After answering these questions it can be concluded that in the case of the Øresund Region, branding is aiming at having great impact on the development, with first effects being visible. It has been shown that it is more than just a slogan or campaign. What is important is not only the name but the product that comes with it, or what has been called the strategic profile. In the case of the Øresund Region, the regional authorities have tried to promote the whole region as a

product full of strengths and opportunities. This is aimed also at creating a general regional understanding and identity for all its citizens. However, it has also been discussed that in some cases the product that is being branded is not the same that it is being consumed. This can be seen clearly in the case of the Øresund Science Region, where the project involves certain fields and it is considered to aim only at the elite. In the case of the Øresund Direkt, although it only refers to job opportunities, a broader brand is used opening the opportunity for a greater functional interdependence. However, for both cases strong organizational and functional structures are already implemented and these have started the integration of the region. Regional authorities must use them as models and opportunities to include other areas that can contribute more to the regional integration.

Finally, branding can be seen as an image with both inward and outward effects. Moreover, it is a tool for communicating the current state as well as future goals. This paper has shown that in the case of the Øresund Region branding has been used as both. In the capacity of a goal, it should necessarily interact with planning processes. Hence, it can be resumed that a regional brand is not only something to be told, but also something to be shown.
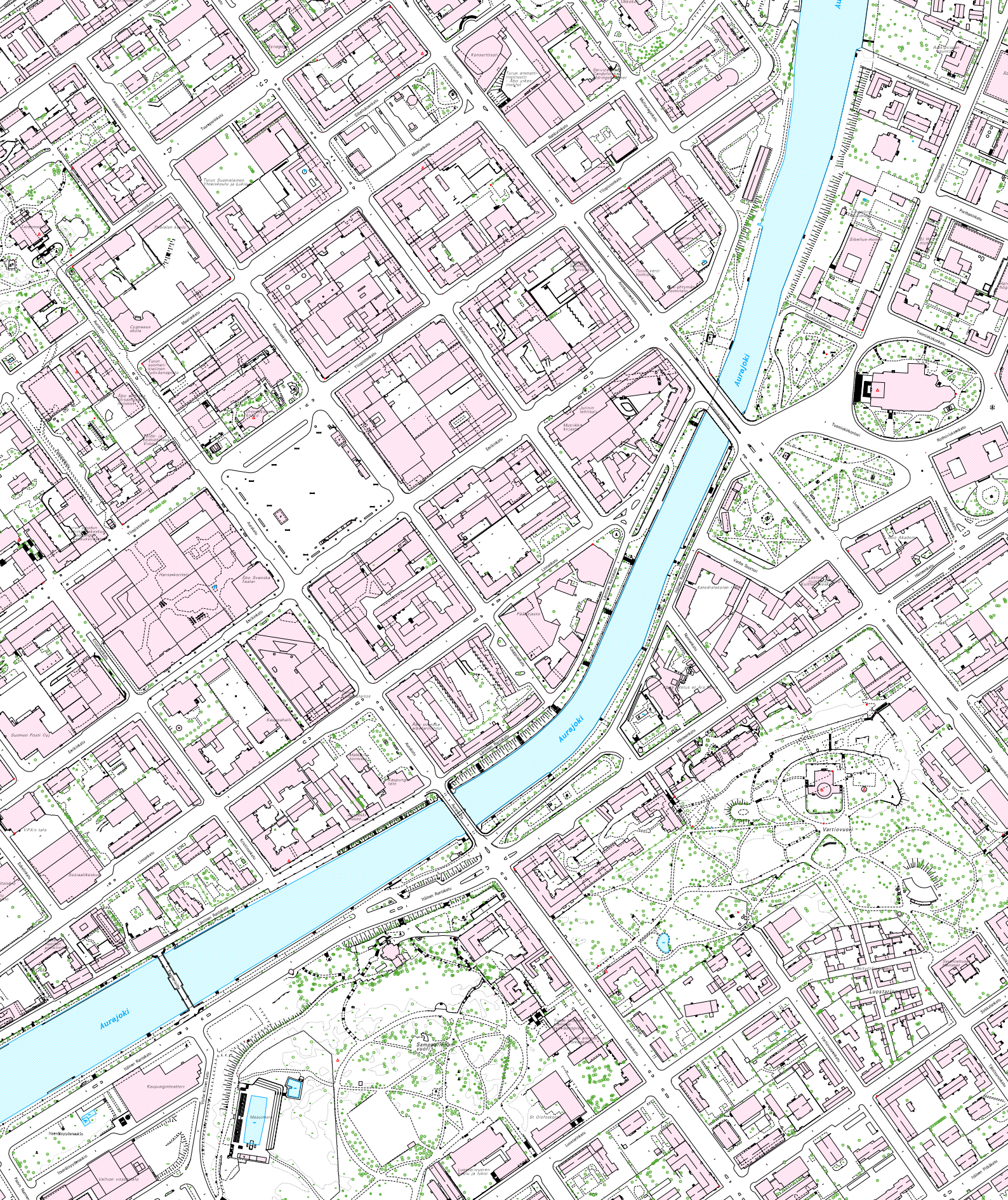
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Aurajoki

Konserttisali

Turun ammatti-instituutti / Åbo yrkesinstitut

Sibelius-museo

Tuomiokirkko

Tuomiokirkkokatu

Turun Suomalainen Yhteiskoulu ja Lukio

Cygnaeus skola

Åbo Svenska Teater

Hansa-kortteli

Pääkirjasto

Kauppahalli

Suomen Posti Oyj

V.P.K:n talo

Sosiaalikeskus

Vartiovuori

Kaupunginteatteri

Itsenäisyydenaukio

Sampalinnan vuori

St Olofsskolan

PROJECTS – TURKU

Connecting People
**Elizabeth Austrom, Joana Lobato Silva, Rashel Yasmin Pardo,
Sophia Älfvåg**

Project Introduction

The 2007 IFHP Summer School participants are tasked to develop a concept of the Pennisilta Bridge to connect the two sides of the river in Turku, Finland. Turku, the former capital of Finland, is the oldest city in the country. It has a rich culture dating back to the middle ages. In 1827, a fire burned down a large portion of the medieval city.

Currently, the City of Turku consists of approximately 175,000 people. The project site is bounded by Aninkaistenkatu, Hämeenkatu, Aurakatu and Yliopistonkatu. The site is near many prominent structures including the Main Library, Cathedral, Observatory and Market Square. The site has a rich combination of architecture from throughout the history of the area.

The theme is Local Identity and Globalization and the project team consists of Rashel Yasmin Pardo, an urban planner from the Philippines; Sophia Älfvåg, an architect from Sweden; Joana Lobato Silva, an architectural student from Portugal, and Elizabeth Austrom, an urban planning student from Canada.

Project Methodology

In order to complete the Pennisilta Bridge task, the team followed an analytical process. The first step in this project was an initial site analysis. This was done on the first day taking into consideration the relationship of the river and its surrounding environment, physical character of the project site, traffic flow, agglomeration of people, and land uses/typologies of structures.

Secondly, a more in depth analysis was conducted. This involved a further analysis of the project site as well as the surrounding areas. The analysis included

observation of the movement of people, types of services and economic activities, and potential areas for development. In addition, a short interview with selected locals was conducted to be able to grasp the citizens' points of view. Finally, the site was considered in relation to the rest of Turku by considering other important areas in Turku, including museums and the Turku Castle.

Once the surrounding urban structure was assessed, the bridge location was determined in conjunction with formulating the vision for the bridge. The design concept of the bridge is influenced by several factors: climate, history and culture, views/sightlines, river, accessibility to users, and links to key areas of influence.
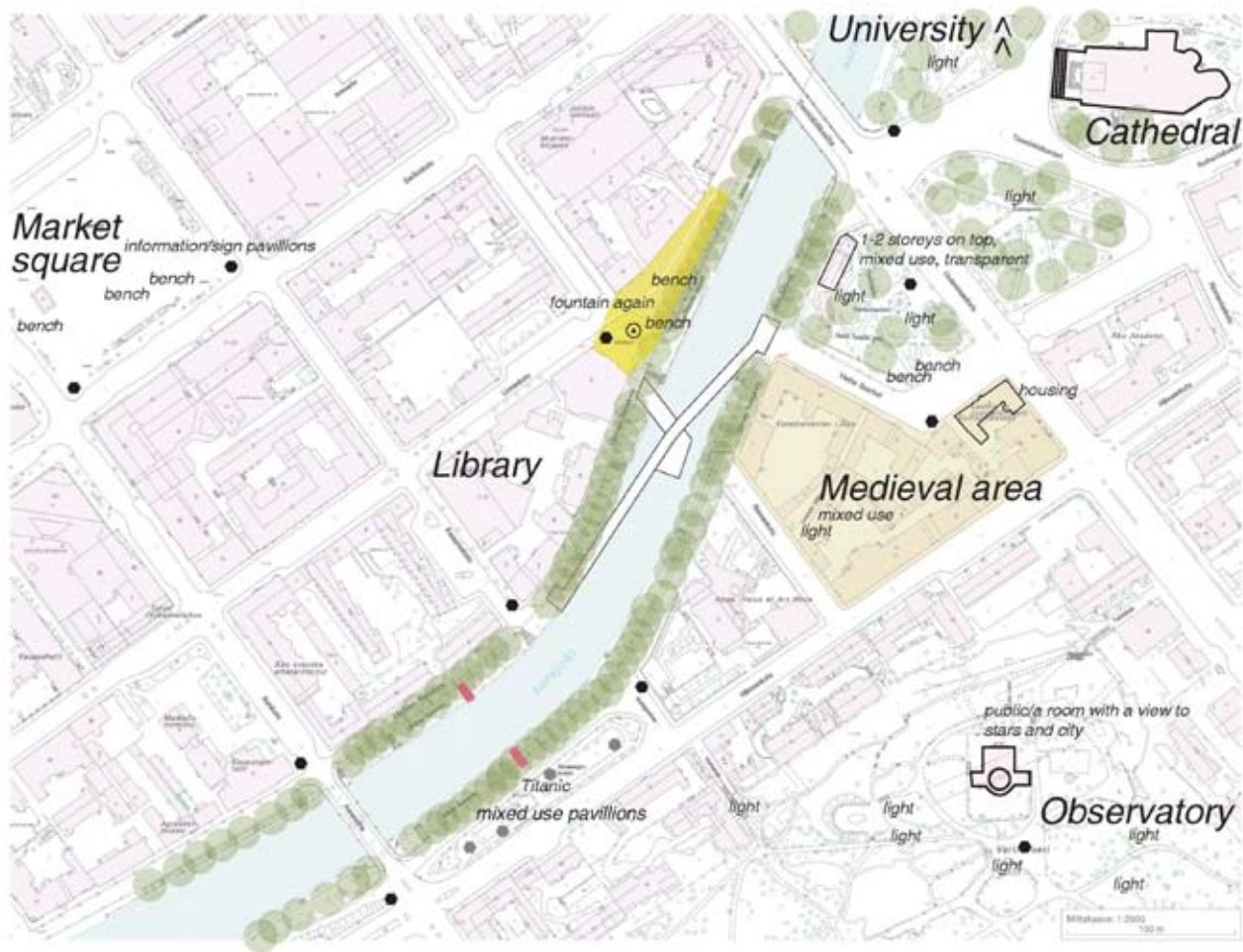
Project Limitations

The project had several limitations. First, the tight timeline of the 10-day workshop put many pressures on the team and meant that academic rigor was often not used. For example, literature review was not done, primary data collection (interview) was conducted although sampling was not random and not statistically significant. Moreover, the iterative design process was significantly condensed. Also, the team lacked information of existing laws, budget and typical Turku planning procedures. As well, the project site was pre-determined and while the team analyzed some areas beyond the boundaries, the scope of the project was largely limited to this site. In addition, the team only experienced the site during the summer and therefore the team is unfamiliar with the effect of different seasons on the site. Lastly, the project team consisted of four individuals from throughout the world and therefore local culture, customs, and knowledge of Turku was not strong. However, this unique international and interdisciplinary team provided added value through the multiple perspectives represented.

Project Site Analysis

The western side of the river has a more defined grid pattern. Structures on this side are composed of different typologies, i.e. (residential, restaurants/shops, offices/schools). As most of the structures are of mixed use nature, activities tend to be connected. It is evident that there are more people on this side of the river. This is presumably due to the side containing the City Centre (Market Square, shopping malls, and other commercial areas). Vehicle, bicycle and pedestrian traffic flows are continuous and heavier on this side of the river.

Market square
information/sign pavillions
bench
bench
bench
fountain again
bench
bench
Library
University ∧∧
light
Cathedral
light
1-2 storeys on top,
mixed use, transparent
light
light
bench
bench
housing
Medieval area
mixed use
light
Titanic
mixed use pavillions
light
light
light
public/a room with a view to
stars and city
Observatory
light
light
light
light
Mittakaava 1:2000
100 m

On the other side of the river, the eastern side, there is a discontinuation of the grid pattern. Structures are found to be compart-mentalized (not mixed use) and disconnected. While vehicle traffic is heavy, it is only passing through traffic because economic activities are few and far apart. Pedestrians and bicycle traffic do occur on this side of the river as well, however, not to the same extent found on the west side.

Disconnected spaces are found along the river and these areas offer great potential to be revitalized. On the west side of the river, the buildings with architectural/ historical value combined with mixed activities form a straight line of façade, however, the intersection of Linnankatu and Brahenkatu is awkward, resulting in confusion as to where the vehicle, bicycle and pedestrian traffic should be. On the east side of the river, there are more disconnected spaces. These include the linear garden which is an inviting space for recreation, the high walls of the

Aboa Vetus and Ars Nova Museum seem intimidating to passersby which make the space appear private, the intriguing courtyards within the medieval block, and the park between the Cathedral and medieval block which appears to be a transitional area during the changing seasons.

Visual connections along the river are also identified. There is potential to further enhance these views with the creation of the Pennisilta Bridge. These connections include the closeness and openness of the two sides of the river, the inviting view of the Aboa Vetus and Ars Nova Museum from the side entrance of the Main Library, perspective streets visible from both sides of the river, the visual connection between the medieval block and the Linnankatu and Brahenkatu intersection, and the location of an old bridge between the medieval block and Linnankatu and Brahenkatu intersection.

Project Proposal

Bridge Location

The bridge location is determined based on the findings of the site analysis. Additionally, the key issues to consider are identified. It is determined that both popular areas with existing activity (i.e. Cathedral, Market Square, Main Library) and empty areas that lacked activity (i.e. courtyards in the medieval block) exist within the site boundaries. These key issues are essential to address when determining the final location of the bridge and designing the bridge because by utilizing urban planning techniques, it is possible to revitalize the empty areas in conjunction with the development of a new pedestrian connection over the river.
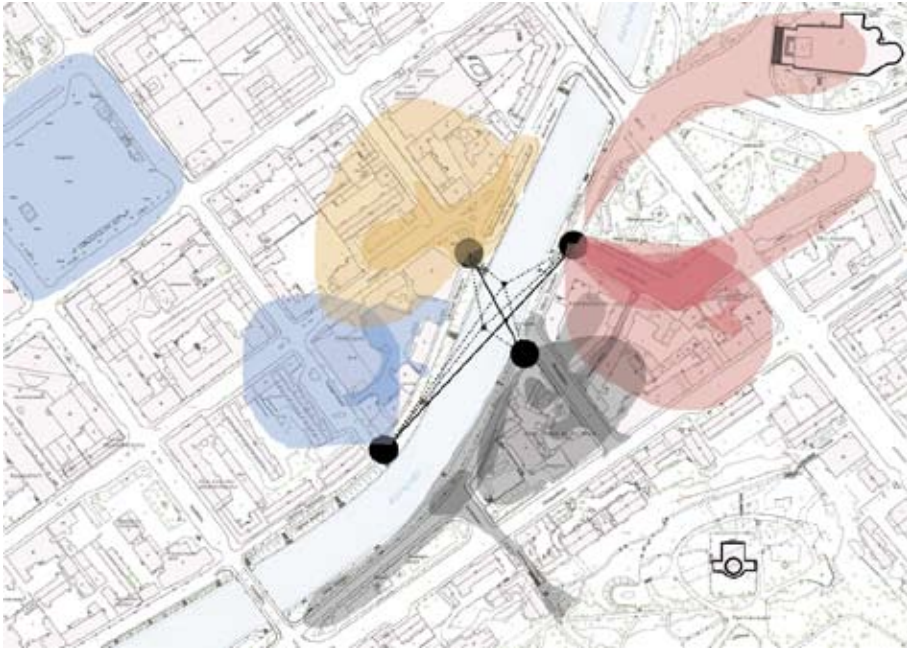
Next, the analysis of the ideal visual connections is incorporated into determining the bridge location since enhanced visual lines will likely draw pedestrians across the bridge. Additional information regarding traffic flows (vehicle, bicycle and pedestrian) and land use/building typologies are also considered.

This analysis results in the identification of four key locations that have both strong visual connections and strong potential for physical connections. Further, the areas that the bridge would directly influence each of the four areas is determined. In addition to designing the bridge, the location where the bridge connects to is also examined and designed to provide pedestrian-friendly areas.

Bridge Design

The concept of the bridge has four points (two at each side of the river: corner of Läntinen Rantakatu between Kauppiaskatu and Linnenkatu/Brahenkatu, and corner of Itäinen Rantakatu between Nunnankatu and Vanhan Suurtori). Physically, the bridge will connect to the ground in three points, while the fourth end of the bridge will be connecting to the river towards the east (facing the medieval block). The intersection of the bridge occurs where key sightlines, including that of the Cathedral, are maximized. The end of the bridge which does not connect to the shore will slope down towards the river. This will allow people to put their feet in the water during the summer and start skiing or skating from this point during the winter, providing a close connection with the Aura River.

A major component of the bridge design is to ensure connectivity. The bridge will link both sides of the river through a street level connection and will also connect to the water level. The physical connection of the two sides of the river will also be a connection of people and activities across the river.

The design of the bridge is inspired by the existing levels of materials and layers of standpoints on both sides of the river. These include the water, pavement, grass, shadows and plants, etc. These layers create visual interest for pedestrians.

Also, the design of the bridge is influenced by the existing grid pattern. The shorter part of the bridge follows the existing grid pattern as it is a continuation of the grid over part of the river. The longer portion of the bridge, on the other hand, provides a natural flow for bicycles and pedestrians as they pass by the riverbank.

The bridge will have a combination of heavy and light materials. The shorter part of the bridge, the one that will connect to the river, will be heavy and solid, thus ensuring perspective view and closeness to the water. This portion of the bridge will have historic roots as it will be made of granite and concrete. Granite blocks are the material currently used on the sides of the river and is a local product of Finland which is easily accessible in Turku. The longer portion of the bridge will appear transparent, smaller, lighter, and free-flowing with a modern feeling. This portion of the bridge will be made of a combination of fiber glass, steel and glass.

Design of Surrounding Urban Structure

The goal of the urban design interventions in the surrounding environment of the bridge is to revitalize the areas currently lacking in activity. The areas in need of revitalization include the medieval block, the park between the medieval block and the Cathedral (separated by Aninkaistenkatu), the Observatory and surrounding green area, and the intersection of Linnankatu and Brahenkatu. The medieval block will be revitalized through the introduction of mixed use development. Current uses (residential, institution and commercial) will continue to exist above street level, however, restaurants/cafés and specialty shops will be located at the street level. This area should accommodate shops (e.g. modern Finnish handicrafts) and events (e.g. evening concerts) unlike those found on the other side of the river, to attract people to a unique recreational area. Benches will also be introduced to encourage people to spend time and enjoy the space. As activity in the space increases, all gates should be kept open during business hours of the shops and restaurants to provide easy flow of pedestrians throughout the area. This may require additional lighting in order to provide a sense of security.

The park between the medieval block and the Cathedral currently contains two empty buildings. It is proposed that the original structures be maintained and, at the same time, one to two- storeys be added above the existing buildings. These buildings should have mixed use with commercial on the ground floor and residential above. The addition of residential housing in this area will encourage more locals to support the revitalization of the medieval block and provide life to the park and river. Although it is possible to create an underground passage to connect the park with the Cathedral, it appears that the current crosswalk near the river is extensively used and therefore should not be altered.

The Observatory was once open to the public and housed a museum. Today, it is home to the Union of the Baltic Cities - Commission on Environment

Secretariat and is not open to the public. This building has great potential to attract people as it provides a view of the City of Turku and is located in an idyllic park. Therefore, it should be converted back to a public building, containing a museum, restaurant/café and novelty shops. The top floor of the Observatory should be open to public, as many people would enjoy the view of the city both during the day and in the evening. Activity in this building will also promote the Handicrafts Museum and the Summer Theatre which are also located in this park. The park provides a great space for Turku residents to enjoy various activities (walking, bicycling, jogging, skiing, etc.) throughout the year. Lastly, as development occurs in this area and there is additional pedestrian traffic in the evening, it is likely that additional lamp posts will be required to ensure safety.
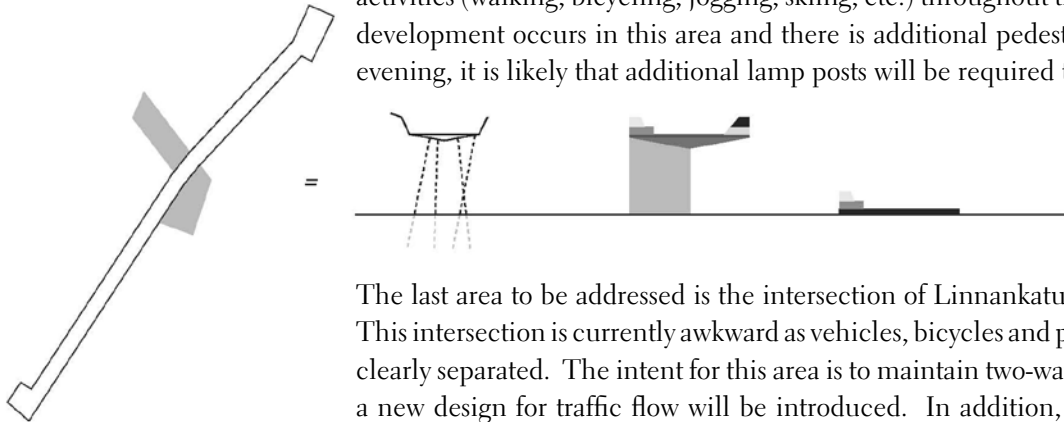
The last area to be addressed is the intersection of Linnankatu and Brahenkatu. This intersection is currently awkward as vehicles, bicycles and pedestrians are not clearly separated. The intent for this area is to maintain two-way traffic, however, a new design for traffic flow will be introduced. In addition, the fountain will be brought to life and become an amenity in itself. The pavement throughout the area will be at the same level as the street and will utilize the same materials. Benches will be introduced to the area as well. These benches will face the river, again ensuring ideal sight lines. As the area is not in need of revitalization as restaurants and shops currently exist in the immediate vicinity, there will not be any new restaurants/shops introduced.

In addition to the urban design techniques suggested above, a walk-bike route map shall be introduced. This map will guide people, tourists and locals alike, throughout the city centre and shall encourage use of the new pedestrian bridge. The map will extend beyond the project site and include important tourist sites, including the Turku Castle, and many museums. Maps will be provided at strategically located information pavilions along the route. Additionally, the walk-bike route should include visible markers along the way, either painted onto the sidewalks or attached to street lamps. This will allow people to know that they are following the route, or allow people to join the route mid-way. Further promotion of the new bridge and the destinations in the walk-bike route map, specifically the revitalized areas, may be done through strategic advertising, such as inclusion in the Turku Card, among others. These strategies will come in very handy as the City of Turku vies for the title "European Capital of Culture" in 2011.

Conclusion

The Pennisilta Bridge, which aims to ensure connectivity, will do so by connecting local places and people. The preservation and enhancement of sightlines and the natural flow of bicycle and pedestrian movement along the river onto the bridge will assist in promoting connectivity. Ultimately, this bridge enhances the local identity of the city by linking the people to different cultural locations in Turku including the Aura River, Cathedral, Main Library, Observatory, and the Market Square. In order to promote the local identity, key areas that will be influenced by the introduction of this bridge will also be revitalized, resulting in new life and energy in these areas. Ultimately, this bridge will maintain Turku's local identity in a globalizing world by connecting and revitalizing areas of local culture.
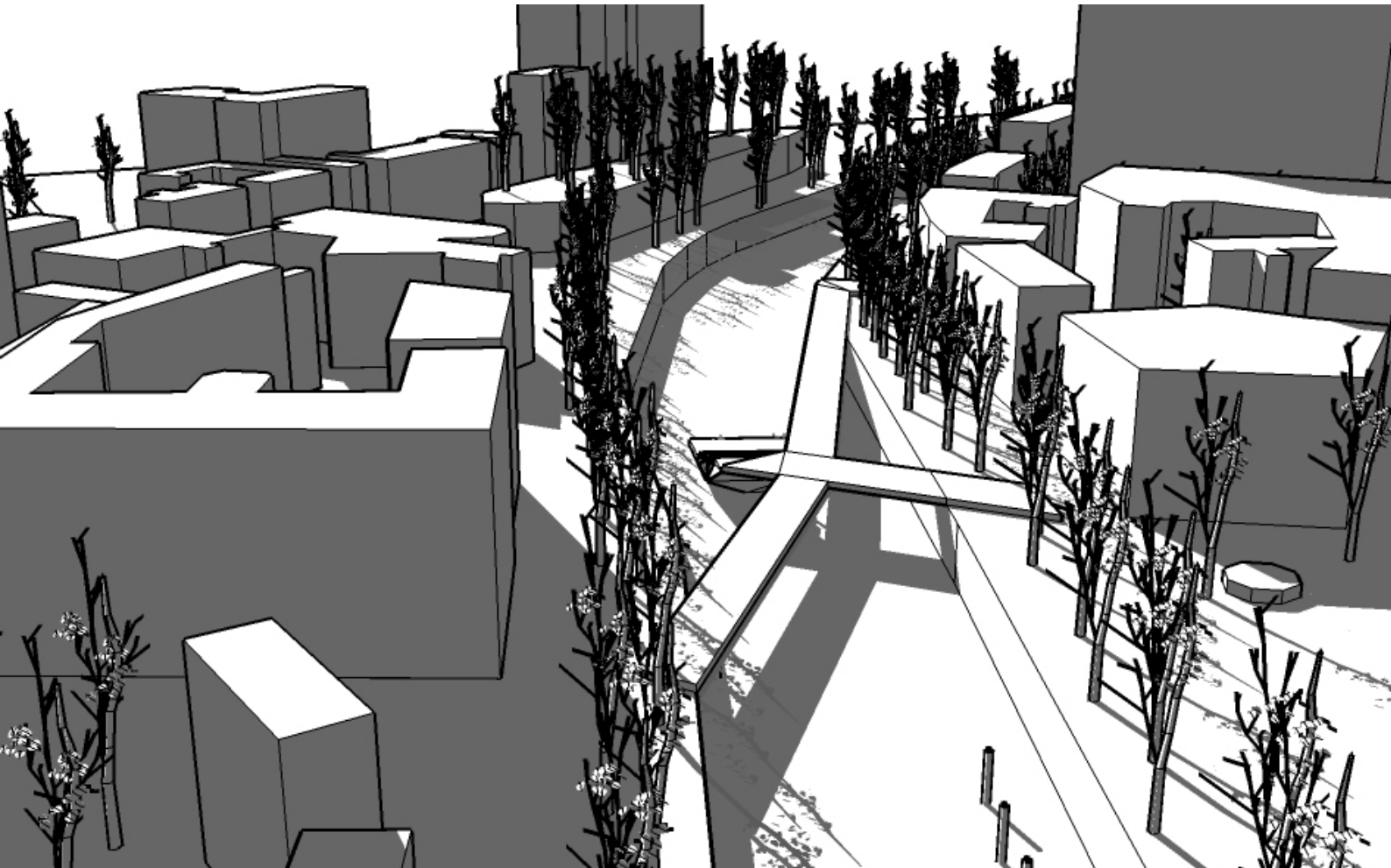
Turku Pedestrian Bridge Project
**Agneta Runevad, Anna Christina Di Fede, Russell Colin**

Background

While there are already nine bridges linking the banks of the Aura River, there is the need to construct a new pedestrian and cyclist bridge in the city. Turku's two main cultural icons are the marketplace and the cathedral, and a bridge linking these two features would create a cultural belt within the city centre, positioning the city well for the upcoming EU Culture Capital in 2011.

History

With its prime location at the mouth of the River Aura, the city of Turku was for centuries a centre for shipbuilding and industrialization in Finland. Transportation, manufacturing and trade made the Aura River one of the most important rivers in Finland, a title which lasted from the 18th century until the mid 1970s, when large sections of the port were dismantled. From this point on, the Aura may have lost its significance as a transport corridor, but it gained importance as a cultural feature of the city.

Throughout its history, Turku has had several fires that have destroyed the majority of its buildings. After the great fire of 1827, the city adopted a grid pattern for its streets called the Engel plan which has survived to this date. There are several buildings which predate 1827, however, and these are primarily located in the Old Town which still has the organic road pattern.
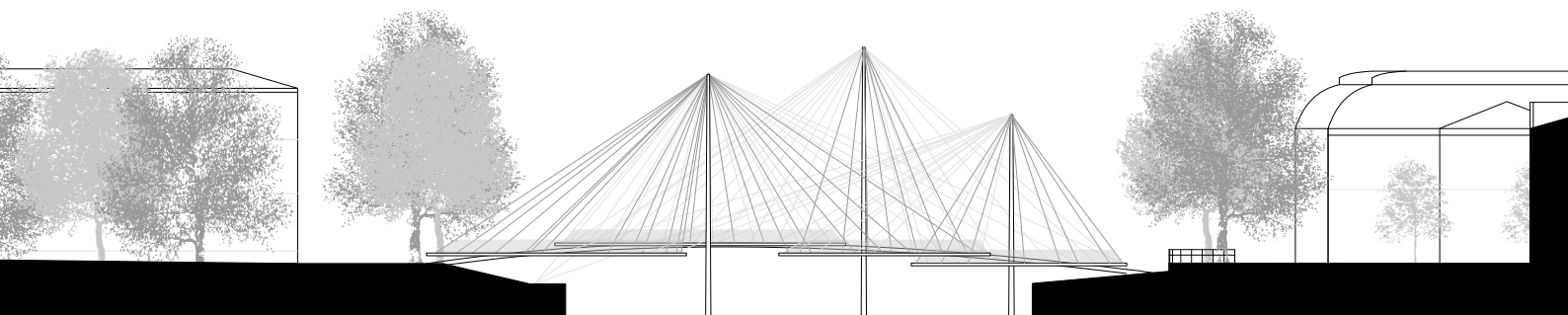
Location Analysis

The bridge should cross the Aura River between Vanha Suurtori and Linnankatu, southeast of the Tuomiokirkko Bridge. Three different locations have been compared to find out the best location for the bridge:

1.   Between Kauppiaskatu and Rettiginrinne

The first location connects the city centre with the observatory park and follows the Engel grid but on the left bank it stops abruptly. It does not connect the cathedral and market square, therefore it does not serve tourists and citizens very well. It connects to Hämeenkatu, which is a street with high levels of traffic and therefore is not pedestrian friendly.

2.   Between Linnankatu and Nunnankatu

The second location also follows the Engel grid. It has a sightline from Brahenkatu to the observatory and improves the Nunnankatu square. It ends up in an open area which allows views of the city and river. It leads to a cultural and education area.

### 3.   Between Linnankatu and Suurtori (The old market square)

The third location has the most direct route between the commercial and cultural areas. It ends up in two open spaces which allow views of the city, cathedral and river. It does not follow the Engel grid, but the original organic road structure of the old town is preserved.

Methodology

A SWOT analysis was completed, comparing the strengths, weaknesses, opportunities and threats of each alternative. In addition to this, several site visits were arranged and notes were taken to collect data in regards to current pedestrian activity, potential connections and possible improvements in the area. Several sketches were made and photos taken to analyze the site. After weighting was applied to a variety of goals, the alternatives were ranked and a preferred option was discovered.

Preferred Location

The preferred location is number three. It was chosen because it has the greatest potential to link the social, cultural, and commercial elements within the city.
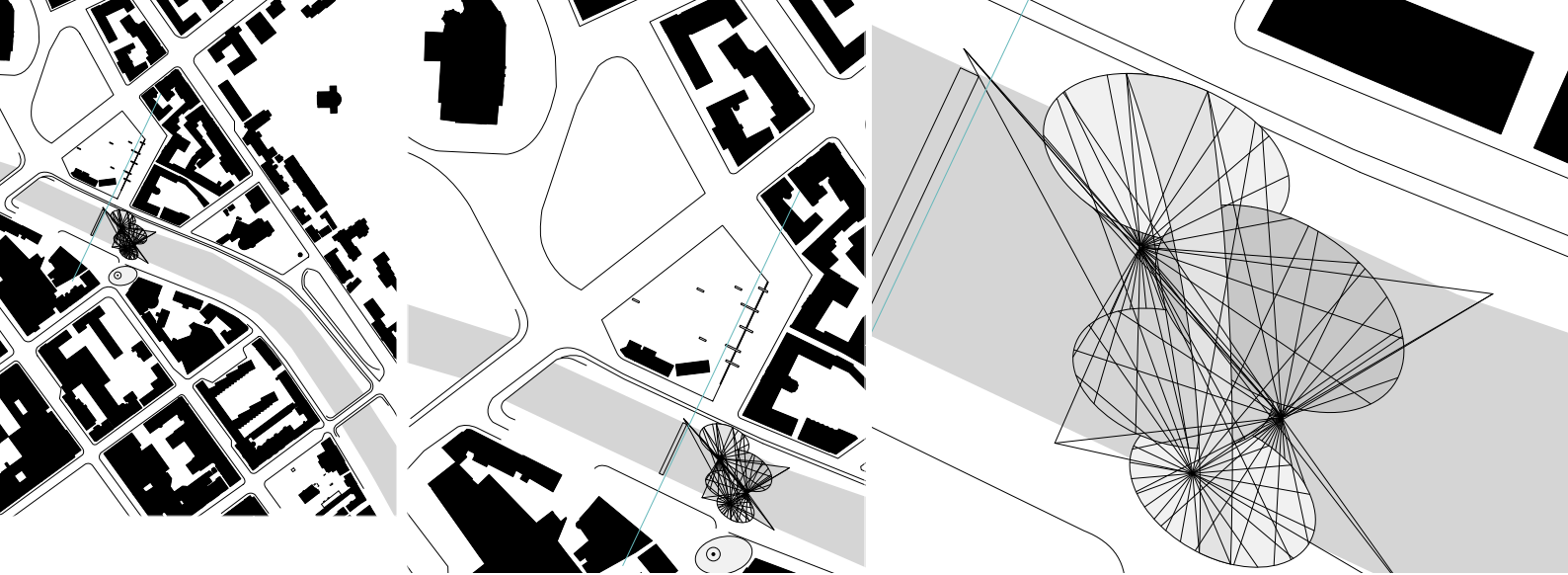
It also connects open areas and follows the original, organic road network of the Old Town of Turku.

Conception

The theme of the bridge takes its inspiration from both global and local perspectives. The bridge's design aims to reflect Turku's identity as a shipbuilding and costal town, while suggesting the theme of global networking as well.

Construction

The bridge is cable-stayed, and includes three towers with cables supporting a series of platforms. The cable design is fan-oriented, with several cables connecting to the top of each tower. The bridge's form consists of four large discs with a path, allowing for versatility in the way people utilize the bridge. The thin nature of the cables allows for people walking along the banks of the river to see through the bridge itself, ensuring views and vistas are preserved. The materials will be simple, modern and local, consisting mostly of stainless steel and wood.

Temporary Adaptation

Throughout the year the bridge can stay plain or be lit up in different ways and colors. The simple design of the bridge allows it to be easily adapted to multifunctional use. Artistic intervention can drastically alter the appearance of the bridge. The platforms can function temporarily as a festival stage for music, performances, theatre and exhibition space.

Improvements Beyond the Bridge

Kauppiaskatu – This street leads form the market square to the cultural area. We recommended that trees be added and pavement changed to encourage this street to become a gateway to the bridge.

Linnankatu Courtyard – There is an opportunity to create a courtyard between the market square and the new pedestrian bridge, which we are calling the Linnankatu Courtyard. This space could be redesigned to encourage cafes, gardens, and outdoor seating areas to make the best use of the space.

Linnankatu Square – This square will be on of the end points of the bridge. It should be a focal point of pedestrian activity.

Vanha Suurtori – Urban design elements such as benches will link the old market square, the parks around the cathedral to the other side of the river.

Summary

A new pedestrian bridge would act as a catalyst to spur new cultural, commercial and educational development in Turku, and allow the numerous tourists coming for the EU Capital of Culture in 2011 to access all cultural facilities. The bridge will act as a cultural landmark, which can be incorporated into the many festivals and events held in the city. Its dynamic features allow it to be incredibly versatile in terms of what activities it can support, such as acting as a festival stage for music, performances, theatre and exhibition space. Although this bridge will be an excellent venue for the EU Capital of Culture in 2011, it is certain that this pedestrian bridge will be a landmark for years to come.

City of Islands
Naoko Kuriyama, Naomi Hersson Ringskog, Anne Boonstra

With the ambition to become the Cultural Capital of Europe in 2011, the municipality of Turku has asked us to propose a new crossing of the Aurajoki River. Connecting two important, currently divided cultural centers, this bridge could become a regional landmark that increases the character of this city. To put Turku on the regional map, we want to construct this new landmark using local inspiration and elements that will highlight Turku's identity as a global brand.

Our concept is to make the bridge a place to go as opposed to a place you pass through. This concept comes from a different investment in spaces. From this point of view, points, which are defined by functionality and an area's specific identity, and places, that are defined by experience and an area's atmospheric identity, we propose a bridge as a 'place'. The structure will consist of space for flows and flows to stay creating a space for interaction and solitude. In other words, the bridge accommodates both functional and experiential aspects. Rather than a conventional bridge which is limited in its capacity to connect places, we propose mulitple branches relating to a multiplicity of areas and increasing its impact.

Our preliminary analysis of the site reveals that Turku has a cultural corridor from the market center to the observatory but is presently disconnected by the river. Though this disconnection currently poses a problem, the point where they intersect could very well be an opportunity to converge the energies of these two flows in the city.

In further analysis, the crux of the problem becomes more apparent. Various factors, mainly the overall imbalance of city-life distributions and barriers disconnecting landmarks, contribute to the city being physically, culturally and characterisitcally fragmented. We would like to refer to this as a 'City of Islands.'

To address these challenges, our bridge's proposal aims to (1) harness the existing energies from the flows and activate the areas on both sides of the bridge (2) balance the flow of resources and (3) soften or harden existing barriers to create characteristically cohesive areas. The design derives from the following considerations and design guidelines and elements we have introduced.

Levels

The function of the level is to expand the bridge's structure and increase the number of areas of influence. With the proposal of an additional level to the river and the city, we preserve the present condition of the river bank while encouraging new cultural connections on the bridge and continuing the cultural corridor. Within the structure of the bridge, new relationships are made between the levels creating interaction and placeness.

Form correlation

We enhance the existing formal relation between courtyards on either side of the river by proposing a direct connection. Henceforth, a new cultural center is shaped. The form of the bridge structure and bridge movement relate to the formal duality in the Turku cityscape.

Viewlines

Acknowledging the quality of the views along this specific part of the Aurajoki River, the form of the bridge and the direction of its structure will frame and direct the focus to selected landmarks ultimately creating visual relations.

Incorporating these guidelines in our bridge goes beyond the traditional connection and becomes a structure of movement and activity. This facilitates the possibility of interaction and the creation of a new public domain. Activity, relating and connecting to the different lines of movement, is proposed on circular platforms. This shape has a centralizing
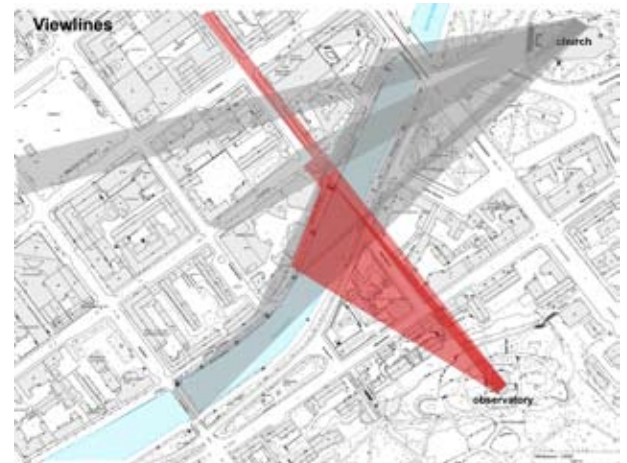
formal quality creating a place of sediment instead of movement. The relation between the platforms and the lines of movement is analogous to the relation between city blocks circulation within a city. Though they have specific identities and functions, they are still part of a greater structure.

Within the conceptual and physical framework of the bridge, there is a possibility of spatial evolution. The structure is constant where additions and subtractions of programs can be made. This allows for the brige to change its identities and cultural growth. These changes can reflect the evolution of Turku's identity. What we have accomplished is a structure that is flexible in design and dynamic in nature. Formally the structure's layout relates to Engels urban grid while the additional lines of movement and placement of the platforms is linked to Turku's historic medieval quarter. Merging these distinctive urban designs offer the possibility to incorporate and highlight the quality of both. New, multiple and suprising connections will be possible. In this fashion, the bridge achieves a high urban character within the structure and creates a new center for this cultural development.

This center function can be further developed with the proposal of different programs for the bridge. One of our proposals is to incorporate a bicycle parking platform to create a constant flow to and from the bridge. With programs such as these, the bridge becomes an attraction from where the surrounding city can be explored. This movement is facilitated by the different connections the bridge makes.

By having a structure that branches, the bridge relates to a larger area that makes new connections and catalyzes changes in movement and investment in the area. This leads to an intensified cultural center of Turku. We do not propose many formal modifications to the city structure because we believe that the different branches of the bridge will direct the interventions. At the meetingpoints of bridge and city the impact of these changes will be immediate, expanding to a larger area in time.

We propose an infrastructure for organic cultural growth. By doing so, forced changes will be avoided while natural growth will result in an internalisation of culture in the newly connected area.

As a conclusion we argue that with the placement and design of the bridge will achieve desired effects on the city of Turku. The essence of the design and planning is that we want to open up possibilities for an organic development that has local integrity rather than setting limitations by proposing a specific design onto an area. In addition to this, the possibility of change within the structure of the bridge exists which could lead to a different investment in places and a continual diversification and adaptation on the areas of influence. Within this environment of change the cultural heart of Turku will keep beating.
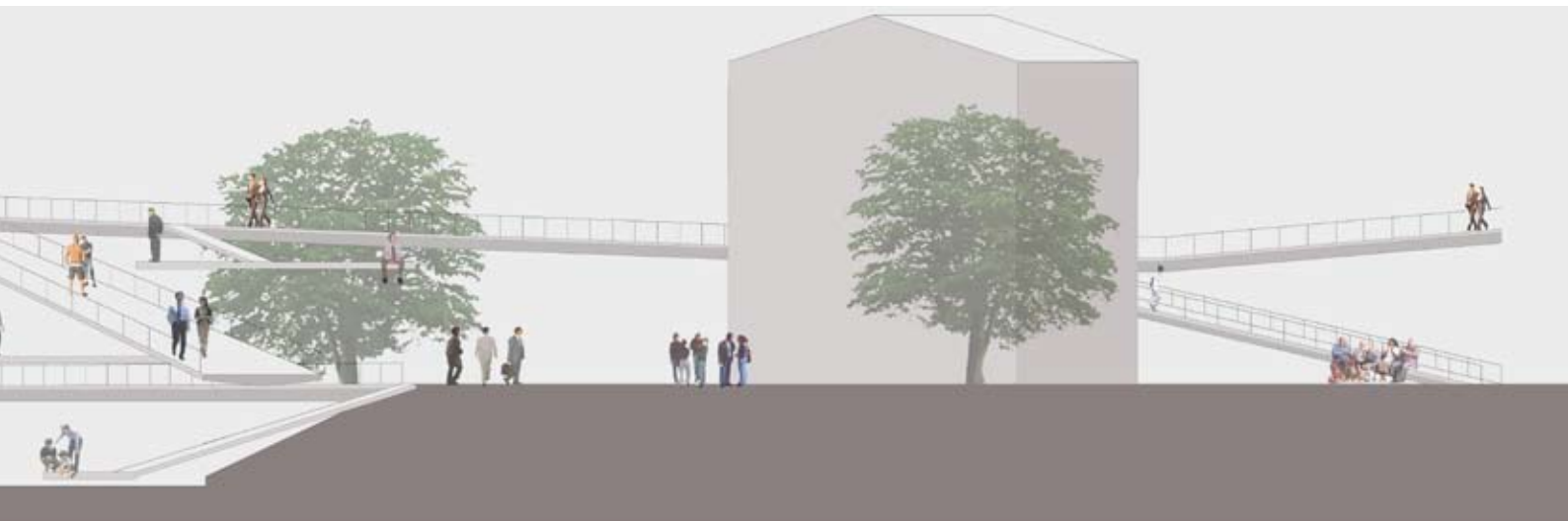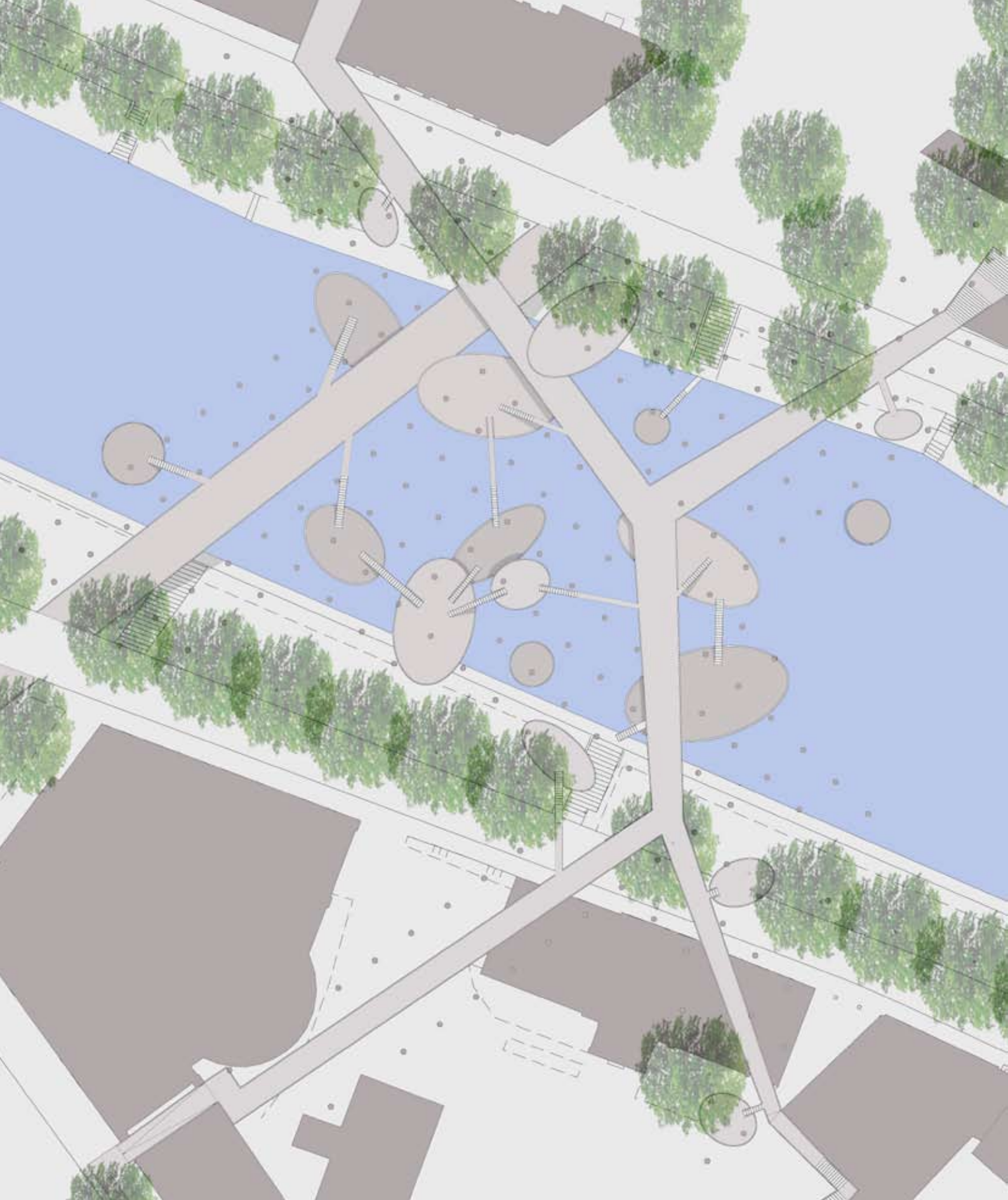
Cultural Variety, Global Mentality
Thais Bacchi, Eylem Bal, Jelena Birvalski, Birte Pforr, Jordan Teel

Introduction and Theoretic Frame

When cities emerge on the global level, they often develop an identity crisis as their urban culture becomes more homogenous. To regain a sense of place, citizens must identify important traits inherent to their city by asking "What is the relation between global and local?" Today, the city of Turku needs a confluence of globalization and local identity. By defining urban culture, a city can connect their local identity to the global world in an abstract sense.

Local identity emerges from different aspects of culture; history, place, architecture as well as local companies and administrations can contribute to a strong local identity. Turku's identity stems from the status as one of the oldest cities of Finland and the country's former capital. The city is also known for its distinctive cultural life, which includes a wide variety of publishing, visual arts,

music and performing arts. This year, the new city library opened, creating a space of learning amongst remarkable architecture. Turku is a vibrant European city with the potential and will to become the European Capital of Culture 2011. By improving urban infrastructure now, 2011 could be the most successful year yet.

Exploring the Area – Methodology
The process of preparing knowledge about the area commenced with carrying out several analyses. These ideas created the theoretical framework for the project; culture, history, urban planning and architecture. Studying the urban structure was necessary to choose the best location and design of the bridge.

Analysis
The planning area extends from Eerikinkatu in the north to Hämeenkatu in the south and from Aurakatu in the west to Uudenmaankatu in the east. The river Aura divides the area into an eastern and western part. Although the plan focuses on this area, these boundaries are physically arbitrary as issues affecting the area will extend beyond them.

The Historic Analysis includes the transformation of local identity in the planning site and its surroundings by using old plans and images related to Turku. The analysis of the local identity includes the buildings, places and relationships to each other concerning the local identity in the planning site and its surroundings. The analysis of cultural places and buildings defines the urban culture that is the connecting element between the globalization and local identity. The analysis of activity level gathered further information about highly populated versus less frequented places and streets. The analysis of the legibility of the urban environment made aware the urban qualities and linkages of the area. It deciphered positives and negatives that need to be addressed in the strategy. The negatives include different ranges of development potential.

The Vision

The eastern area of the river has potential to become a thriving cultural quarter. The proposed bridge serves a practical purpose by connecting two cultural hubs of

the city and the physical design provides a new venue of local identity for citizens and tourists alike. The bridge navigates people to places of cultural interest by creating a more direct route for pedestrian traffic. More people will explore the many cultural, historic and public spaces the city has to offer. Pedestrians will find their way back to the origin of Turku.

The Aim

City of Culture

Because of the Capital of Culture exposition in 2011, Turku is working to become the centre of Baltic cooperation and a generator of art and science until 2016. This necessitates long-term developments of cultural activities within the cities. The city must offer remarkable places of cultural interaction. This should include high development in the city's historic and cultural spaces.

Local Identity

The history of Turku is characterized by the Great Fire in 1827. As a consequence, most of the medieval wooden houses, the bridge connected Vanha Suurtori to Vähätori and the organic street network was destroyed. The Great Fire of Turku is a focal point of local identity. Many other European cities have an established historical centre, which attracts tourist and citizens. Turku is lacking this distinctive feature. The design of the bridge should contribute to a new local identity by revisiting the topic of fire. The bridge has potential to evoke the local history and global atmosphere to the heart of the city.

Linkage and Navigation

Tuomiokirkkosilta is a weak place of crossing for pedestrians and an inappropriate gateway to Turku's most important tourist destination – the Cathedral and Medieval Quarter. Currently this is the only way to quickly reach the residential districts located at the other site of the river. People have lost touch with Turku´s important places at the eastern side of the river and the area has become seriously underused. New pedestrian connections will navigate citizens to underappreciated areas more directly.

Broad Strategy

The broad strategy is based on three key drivers for change in the area; the construction of a pedestrian bridge leading from Vähätori to Nunnankatu, the development of Vähätori and its immediate vicinity and the development of Nunnankatu into a gateway to the museum and the historical district. The development of a third place outside the area located in the parking courtyard within a block north of the library will support this broad strategy.

More specifically, the selection of the bridge location is highlighted. The initial analysis of the urban environment showed that the area provides three places of connection for a bridge at the eastern side and two places at the western side of the river, based on the historical street grid planed by C.L. Engel The best location connects Vähätori and Nunnankatu. The opportunity to see the observatory and the cathedral from the bridge played in important role for the decision. Coming from the east bank, pedestrians can see the gateway to the new library, encouraging them to visit. Secondly, there is potential to develop the two connection points, Vähätori and Nunnankatu, into vibrant and high frequented places that contribute to the establishment of a new local identity. Finally the location of the bridge will aid the navigation of people to Aboa Vetus and Ars Nova and the gateway of the cobbled lane leading into the historical district, repopulating the underappreciated area.

The New Pedestrian Bridge in Conlusion

The bridge has potential to bring local history and global atmosphere to the heart of the city. By creating an exciting design, the bridge becomes a new landmark itself, attracting citizens and tourists alike to meet friends or rest on one of the several benches. The design draws inspiration from the flames of a fire, evoking the memory of the great fire and how the city rose from the ashes to become stronger than before. It also takes on a global approach in design, imitating natural forms to simultaneously highlight and contrast the existing street grid. Two separate forms, consisting of copper, steel and glass twist around one another creating the structure as a whole. These separate forms, designed so elegantly evoke feelings of connection, not just from one side of the river to another, but also from the local, city level to the global sphere as well.

Sampling Turku!
Manten Devriendt, Liene Jakobsone

Analysis

The fetish of Engel

The city that is strongly organized by the grid of Engel forms the planner's fairytale of Turku. The contemporary city plan is either grid, or centric, or polycentric, but actually none of them can capture the 'city'. That is why we suggest that it would be a much better approach to consider the city as an archipelago. Islands floating in an open space. The open space brings people from one side of the city to the other. The plans try to force the citylife but also in Turku one can discover that the real urban life twinkles in between the mazes of the grid. Engel gave the city a strong formal face but the informal didn't listen to his dictatorial order. We agree that the long vistas are the power of his intervention. They are perfect for the flow of the car traffic. But ... for the pedestrian movement, walking along the vistas is boring and not exciting. The project site has an extra richness: the richness of the exciting medieval perspective. We should not loose this quality and start to manipulate with the 'holy' plan of Engel.

Urban debate: current illness of the city planner

The urban debate is for the moment the illness of the city planners. They never want to miss the chance to have a long-winded plea about the most evident of the city. It is time for the contemporary city to bundle the power and to pour urban transformations into a unburdened structure. The Urban Act is more than talking. It has to be put into equilibrium with the act of the urban planner. We do not want to romanticize the pathfinder artist who is praising the informal space but we want to bring the informal into symbiose with the formal space.

Labelling: Glocal restyling/city branding

As we discovered, the Finnish population is living in an unknown social luxury. In the global world the Finnish society has created a local outstanding system what could result in a decade of super-urbanism. Glocal restyling of the city would strengthen the power of the city and would colour the urban landscape.

The bridge which will be part of the citybranding of the cultural capital year can benifit from the event. It can become a starting point, meeting place, branding place for the city. Use the power of the city as most of the ground is ownership of the city. The Finnish luxury should be reflected in the urban open space. Start shaping the space today in order to get a better and better oiled engine. Sustainability, quality, ... are not labels but are results of the use of the urban space.

Bridging

Turku isn't talking about a bridge but more about the act of bridging. In fact they don't want to have a bridge but instead they are more interested in the underused medieval area. The city department struggles with this quarter and sees the bridge as a possibility to connect both sides of the river. The project of building a bridge conceptualizes the generator for the new open space. That is why we want to emphasize this action of bridging rather than suggesting a bridge. The new bridge can be the bridge of bridging: a superposition of a new open space that will collect the open spaces of both sides and gather their urbanity. This void will be colonized by the different users and give an identity to the act of bridging. It will extend the dynamic city life of Turku.

Tools

SWOT = pastime

Do not spend time on useless analysis. A SWOT mostly bores everyone for whom it is created. Most of the SWOT's are based on evident things and if they are not connected to money, they are just a pastime. The potential of a place can be discovered by going to the site and trying to observe the cityscape. It does not have to be transferred in endless diagrams. Planning has to be liberated from the boredom created by diagrams.

Observe and Interact

Working in the city is like sailing on the see in an archipelago. You have to look from the sailship on to the islands and let the wind guide you. In this way you can discover uncertain spaces where the real citylife is happening. The city plan is like the skin of a leopard with islands and openings within the islands. Most of the city planners neglect this space of uncertainty and only artists try to do something there. Social interventions are nevertheless a soft form of urban planning. How much value can be given to an intervention depends on the space-creator. Branding of the citylife can give the city an incredible power.

Walking is an important tool for the urban planner. Finding the walkspaces gives the designer a good analysis of the space and starts to flourish the imagination. Together with valuable facts about the city made by specialists an interesting project can grow. Observe and interact!

Grade of porosity

To control the grade of porosity is one of the elements to control the city. The city needs breathspace. This critical mass of open space is something the citizen requires to feel at home. The open space is not a side-effect of the build mass. It is not a non-space. From the open space the user explores and notices the city. To approach the city from the view of the open space and from the value of the cityscape you can try to fortify the buildmass.

Stimulate the imagination by introducing scenarios / urban interventions

Architects and citizens are angered by the visions of the city. An urban vision without visual ideas is worthless. If you want to get an interesting debate and reaction of the city you have to make proposals which will heat up the discussion and speed up the process of making a city. The controlled space can be explored by using scenarios. A scenario is a way to choose different opportunities and translate them in urban scenarios. They can give the planner a wide variety of implications and help him to control the players. They can be temporary structures or events but also fixed transformations which can start to mutate. Urban

interventions on a small scale and large scale could implement the ideas of the planner. It keeps the space producer on the track of the creative designer. Introducing generators on the right place on the right time control the mutating character of the city. The city is a balance of the informel and formal everyday life. A place full of uncertain encounters. Stop making masterplans but keep the contrasts of the city and turn them into a viable district.

Monument / landmark

The monument is the most effective weapon in contemporary urban design. In the history of cityplanning monuments have always been an important tool for making urban spaces. During the time a monument became more and more an object but nowadays the monument is back. The monument is no longer an object on a soccle. The monument is for some people a place of remembrance (identity), for others it is a sign in the urban network and gives a direction (trajectory) and for some it marks a place (place). Place monuments in the city!

Process of Designing

Remarkable on this part of Turku is the medieval structure of bending streets including several eye-catching historical buildings. Together with the strong vistas of the grid these two visual aspects are forming the point of departure for further development: strengthening the medieval pattern and combine it with the existing grid by highlighting several isolated buildings which accentuate the remarkable spots. Uniformity must be developed by restoring coherence between the various areas as well as adding elements that bring them closer together, thus linking them.

Cut and Paste

PHASE1
- Make the bridge over the Aurariver and transform the Vähätori square.
- Vanha Suurtori has to be redesigned by simply adding lightspots in the ground, making an interesting pattern during nighttime. The light will attract people and give it an identity which is currently the main problem of the space.
- Make a break in the Linnankatu. The space created by that becomes a drop-off zone for buses and cars. The whole area has to be part of a slowdown process of the traffic by using tresholds in the streets and other pavement.

- Make Läntinen Rantakatu carfree and rescape the area by adding new elements and transforming the floor surface.

PHASE 2
- Extend the parking in block between Linnankatu, Eerikinkatu and Kauppiaskatu and develop the backsides of the buildings. Connect the existing dance club to the surface of the bridge.
- Open up the space around the apartment building. The building can finally breathe again and be part of the new created square of the bridge. By this action the reading room of the library gets a view on the new open space.
- Transform the Luostarin Välikatu in the medieval part by adding some simple, but inviting elements.

PHASE 3
- Connect the Brahenpuisto with Porthaninpuisto and make again one park by placing a function under Uudenmaankatu. These parks were made after the big fire that destroyed the medieval history of Turku. The whole underground is one big medieval ruine that, it opened for public with some added functions in the underground gallery, could become a new attraction for the city. By that also the park itself would benefit from this intervention.
- Start to slice in the building mass of the medieval quarter to extend the citylife inside the buildings. The city becomes a threedimensional space where one can enjoy the urban activities on different levels.
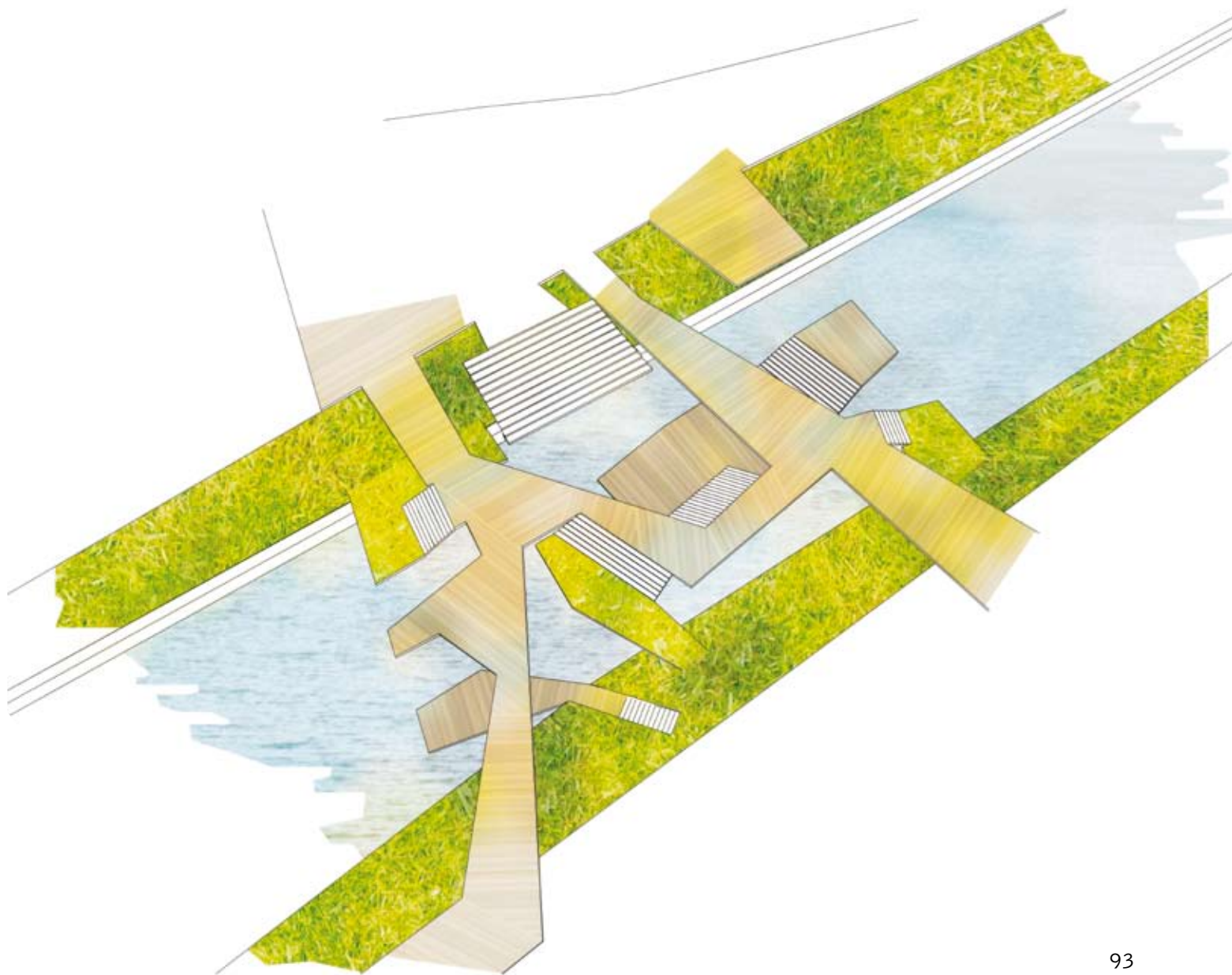
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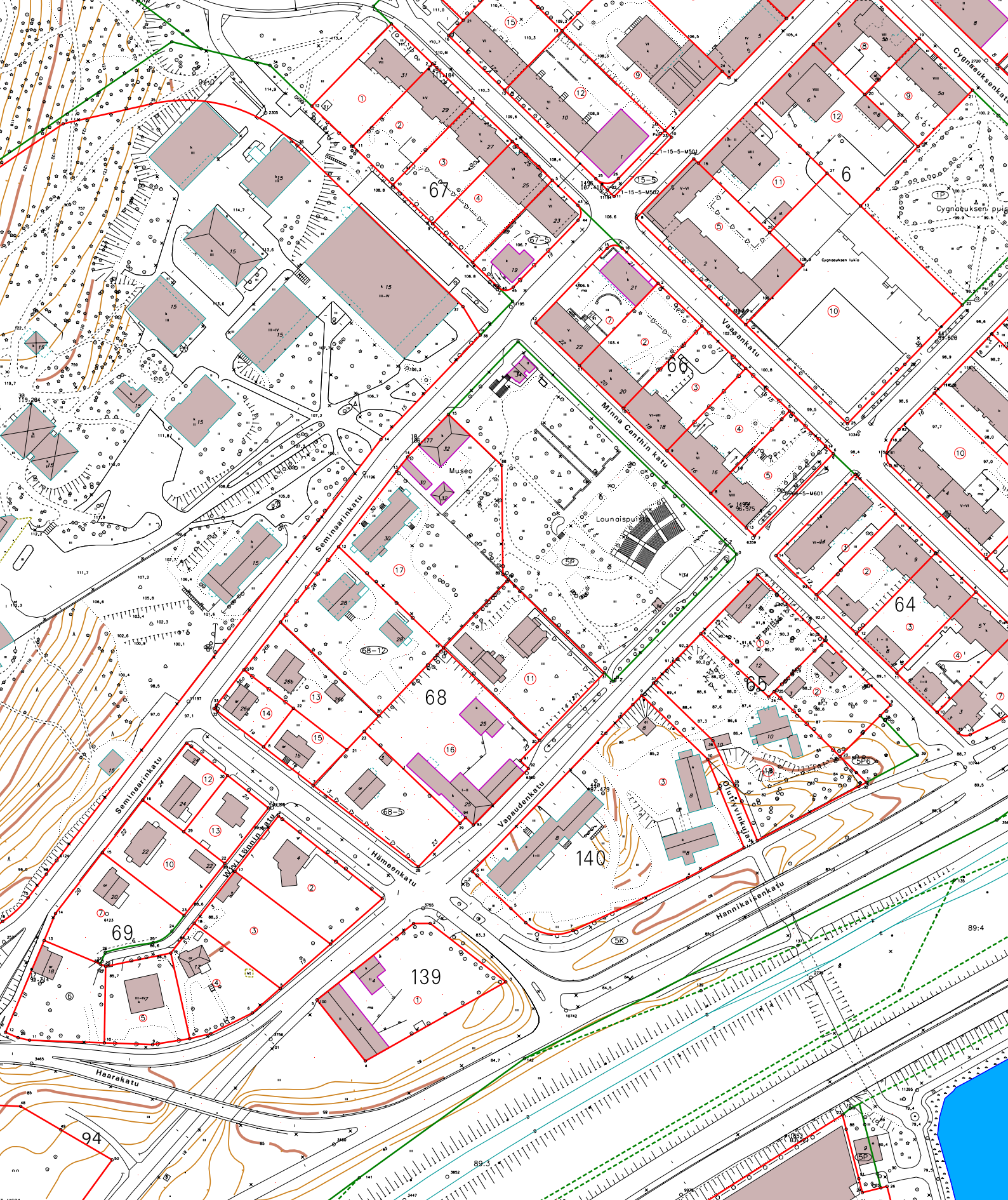
Mutating restoration of the city
The micro-action in the city will turn the city upside down and flare up this part of the city. The square/street/park/bridge (urbanity) invites the citizen to live the space in his favorite way. It becomes a part of everyday life of the citizen and the hotspot of the tourist. By introducing temporary events as part of the controlled play of the city, it will cause unpredictable encounters.

Bridging
By making an open space from one side of the city to the other we want to create a new breeding ground for cityness. We conceive it more as a process of bridging rather than a new landmark in the history of bridges. It is an open space where everyday life and special happenings occur.

Cygnaeuksenkatu

Cygnaeuksen puis

Cygnaeuksen lukio

6

67

66

Minna Canthin katu

Vapaudenkatu

Vaasankatu

Seminaarinkatu

Museo

Lounaispui

68

64

65

Oluthvinkuja

17

Hämeenkatu

140

Hannikaisenkatu

69

139

94

Haarakatu

PROJECTS – JYVÄSKYLÄ

Levels of Living
Brendan O'Connor, Jermina Stanojev, Jörg-Philipp Zaugg

Analysis of Site

The project site is located on the urban edge in the city of Jyväskylä. To the north lies the university of Jyväskylä campus as well as low density historic housing. Directly to the east exist higher density developments that cater to young families and students. A short walk farther east gets you to Jyväskyla city centre. To the south of the site is the railroad and freeway that cut all but a small access between our site and the lake. The freeway wraps around the western edge of the site and acts as a hard edge.

The area is significant due to its proximity to the urban centre and the increased demand for residential and commercial areas that are located near the core. Increasing residential and commercial spaces in the urban centre will create more dependence on walking, biking, and public transit than personal vehicles.

The sites current uses are a combination between residential, light industry, and a variety of public buildings. One could say the area is a product of "spot" planning. Over the years the site has gone through many changes. The current land use and most of the built form no longer suits the needs of the community.

The sites existing connections, or lack there of can be seen in the pedestrian paths in the area. The only path runs along the southern section of the site parallel to the freeway. This path connects to the lake via a tunnel. Farther on the path re-connects to the road network which takes people out along the edge of the site. The current road network brings in high levels of traffic because it is the only way to reach the western areas of the city. The area loses a sense of place and acts only as a place between places.

Vision and Identity

Our vision for the site is one that emphases positive connections between people and their environment. This involves creating adequate connections in the site but also outside of the site to all areas of the city and the lake. The goal was to design the space with the up most respect for the natural environment. Respecting typology and incorporating greenspace were two important aspects of the plan. The design is meant to create different levels and terraces with no defined borders. This leads to the formation of a variety of layered spaces. The spaces themselves will be unique in their own ways. This is meant to give the area and its residents a sense of identity as well as giving the impression the site is a part of a whole (city of Jyväskylä). The built form and land uses, is also meant to support various social and economic needs that are vital to the health of the neighbourhood.

Connectivity

As a principle, connectivity is concerned with movement in space and how that space is experienced. In the context of our site, connectivity has three essential elements that must be analyzed; 1. Pedestrian paths are incorporated throughout the area. These are meant to allow pedestrians access to the sites amenities such as restaurants and rental shops. The paths would also open up into various space, some more intimate than others which gives the pedestrian different feelings
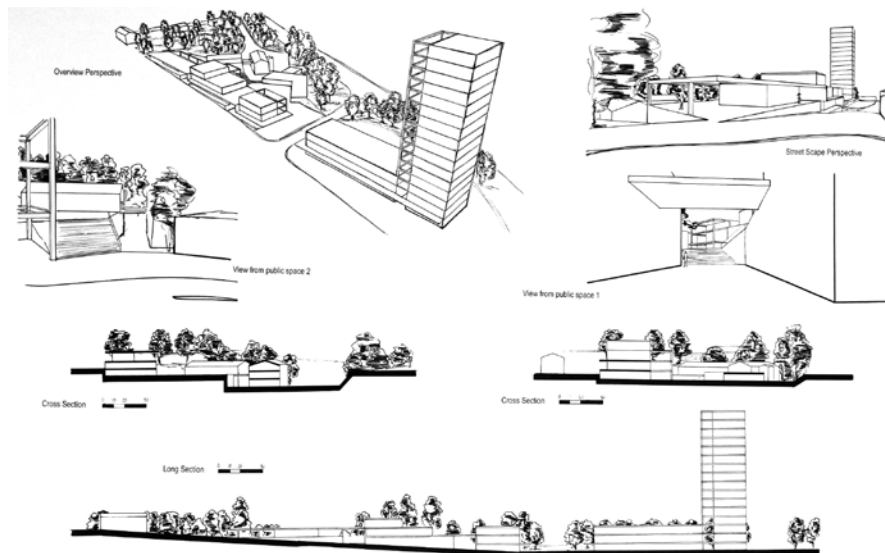
towards the environment as thy travel through. 2. Built form allows for a better connection between people and space. A person walking through the area has more time to pick out details and experience the space as they walk from level to level. Each level carries different functions and space characteristics. 3. A connection between uses is also vital to the health of the area. Local business workers in the area for example will have all the amenities in the area such as restaurants, convenience stores, and public space for relaxing.

Built Form

Built form will respect the existing typology with the idea of "living levels". This is done by creating public spaces and buildings on levels that flow from the city to the lake. The strength of our design lies in the respect given to the natural typology of the land. "Living levels" act as interconnected spaces, each carrying their own unique features. The buildings follow the natural slope towards the west. Acting like steps, people can walk from level to level interacting with the different spaces as they go. The anchor to our built form is a tower that rises high above the site. This represents the urban edge or the beginning to the urban form.

Land uses would be broken down into three distinct categories.

Commercial – Commercial areas would be represented by a variety of functions. These would include a restaurant, convenience store, and office space.

Residential - The idea for the site is to keep the existing residential buildings on the eastern section. This is because there are currently people living in these buildings and also the historic value of them. The concept called for one additional single detached unit built on the south east corner of the site. Other additional housing could be placed in the strip of developments along Vapaudenkatu street.

Public Use - The existing site contains a few public buildings that house important social services that are an integral part of the community. These are important functions that will be part of the design scheme. Kumppanuustalo will get a new building on the same westerly site. It will be a multifunctional building that will also house commercial offices. A tower attached to the building will house the offices while at the same time acting as an anchor to the sites built form.

Infrastructure

Traffic for the area needs will be re routed to better suit the development area. The majority of commuters who drive through our site to continue to the western sections of the city will be re directed around the site once that section of freeway becomes two-way. As a result, the on-ramp to the free way flowing north will not be closed. This will result in acceptable traffic levels moving through the site.
To accommodate parking, one large underground parking lot would provide ample amount of space for the functions on site. A bed and breakfast which is being housed in the current day care will keep the original parking. Also suggested in the new plan would be a new bus stop on the corner of Vapaudenkatu and Homeenkotu streets. This is essential due to the increase in residents and users.

Catalytic Change

Catalytic change is an event that occurs as part of a greater transformation. It can be both an instigator and reaction in the process of over-coming previous obstacles. The context for change is that the site is the centre of two unique areas. Jyväskyla city centre is a growing urban centre with many functions such as entertainment, education, and higher density living. On the other hand, to the west of the site is typical suburban development with low densities and few services. Positive catalytic change would be the redevelopment of the site to promote urban form on the edge of the city. The site could act as a symbolic beginning and end to the city of Jyväskyla.

Stressfree District
Melda Acmaz, Nebojsa Jakica, Tamara Pazane

Background

Our project site (30,480.591m2) is located 2-3 km south-west direction of city centre between motorways Hannkaisenkatu, Rantaväylä and Vapaudenkatu. It is the continuous part of residential area and commercial area as a private property and also social area which involves some facilities for old and retired people as a public property. Moreover, some cultural and educational areas as university buildings are situated in the surrounding of our project site. In addition, there is an important and intensive bikeroad in the southern part of the site. The topography has a slope (80.0 m above s.l. to 94.0 m above s.l.) with beautiful panoramic view to Jyväsjärvi Lake, Kuokkala, Kuokkalan Pelto and Ristonmaa zones.

The brief analysis of the site

The project site is situated in the important zone for the city of Jyväskylä. The reason is that the site is "edge of the city" and also it is "buffer zone/crossing zone/passing zone" between the building part of the city and lake which is defined as an ecological part of the city. Another importance of the site is that there is the masterpiece of Alvar Aalto "Casa Laurean", and also other typical Finish architecture houses. In addition, the site has an attractive topological characteristics and ecological qualities naturally. Nevertheless, today the function of the zone is not defined and the site has no authenticity and identity. In fact, the area has historical buildings and the potential of unique identity.

Our Objectives

The aim of the project is to find an idea which can bring to light the identity and importance of the site, to create a pleasant balance between nature and built environment and to use the special characteristics of the landscape and location.

Our approach

In our design, first of all, "STRESSFREE DISTRICT" as a keyword of our design was determined as an answer to stressfull life. This site should be like a home and relaxing place for individuals who are not participated in the quick and stressful life style. Therefore, we propose a district designed for relaxing activities. Additionally, all functions in site should correspond social, cultural, economical needs.

Our design and functions of buildings

First decision about the site is that design should be based on strict division of private and public areas due to the request and needs of the building ownership situated in the north eastwards. After that, we determined functions of the buildings by evaluating relationships of them as well as needs. In our design, we want to emerge balance between buildings and open spaces; therefore we designed some squares with plants among the buildings. In some part of the site, we design new buildings. In the plan, it can be said that there is a hierarchy in building sizes from southwest part to northeast part. In other words, the intensity of open spaces usage increases through the northeast part.

We focused on the following issues

- The functionality of the site: buildings and open spaces are suitable for old and disable people besides other individuals. In addition, some new structures were designed- rearrange and rebuild of buildings- for needs of old, retired and disable people in terms of universal design.
- Ecological perspective and topographic characteristic of the site: generally the green area inside the park is protected. Some green spaces were added and new buildings are situated by evaluating landscape principles.
- The financial support and economical perspective of the site: the function of buildings and open spaces were design in terms of economic aspect and the parking area is revenue-generating as a financial.
- The circulation and connection of the site: in this project, the balance of the using is important point, so buildings are connected with terraces and paths. The underground car parking was designed in order to use wide open spaces. In the slope area, lift was designed for old and disabled people.

1. "Greenhouse" and "Hobby Garden" zone

"Hobby garden" has the special qualities. Individuals, generally old and retired people, can rent these small gardens and they can grow their own plants there. If they want, they can build small prefabricated houses in the garden and they can spend their leisure time in their gardens and sell their plants from the greenhouse. Greenhouse is both economic and an educational place. It is both a storage and a growing place. Also, students can learn about botanics and make experiments.

2. "Slow Cafe"

This building was designed according to "droog design". It aims at sevicing disabled people by evaluating both social and economic values. In front of this building, a terrace with the panoramic view was designed.

3. "Rest House"

In the survey plan, there are three buildings which should be preserved. While one of them is used as a private, others are designed as a rest house in our design. These two buildings were connected with a terrace which has a square view and if old or disabled people want, they can rent and provide this accommodation.

4. "Social Activity House"

In our proposal, we designed a new building near the rest house and moved the function of the building called "Kumppanuustalo" to this new building. This new building encloses the middle square of the park and emerges a wall to define open spaces.

5. "Residential Building"

This residential building is situated near the main road called "Vapaudenkatu" and northwest side of the middle square. The building was designed as two-three-four storey in order to provide hierarchy and diversity.

6. "Office Building"

This building emerged three sections like "U" and its shape defined the end of the site and the biggest building of the site. This working place has underground car parking and also, building is surrounded by green area.

7. "Kiosk"

This small building is situated near the Slow Café. When its shape was determined, we were inspired by the design of Alvar Aalto.

8. "Car Parking"

In the site, three car parking areas were arranged underground. One of them is under the "Slow Café" and the middle square, other one is under the office building.

9. "Open Spaces"

In open space design, passing and connecting between structures was accepted as an important point. Boundaries in the park generally were created with different types of trees. In addition, by using different colours and materials, diversity and movement were provided on the surface.

Connecting the Local and Global
Manish Fernandes, Neslihan Kulozu, Noemi León Gómez

Introduction

Cities are undergoing the dynamic process of globalization. In fact, the increasing interconnectedness of peoples and places through the powerful processes of economic, cultural and political change is defining cities as important nodes in the world urban system and simultaneously bringing major challenges to local space.

The Jyväskylä city edge analysed in the current project lacks an effective spatial framework that can optimize its strong strategic resources. On one hand, it is currently critical to develop connections on a regional and global scale, between
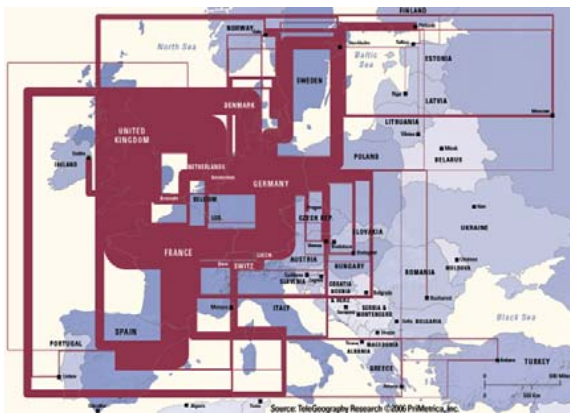
European Internet Map 2006
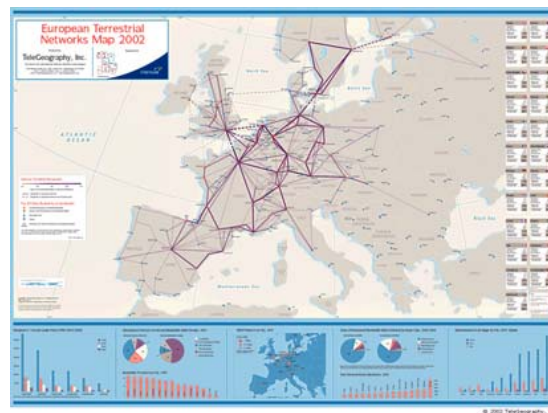
European Terrestrial Networks Map 2002

cities through financial, business services, R&D and tourism flows. And on the other hand, it is crucial to promote liveability, spatial connectivity, social cohesion and local identity in the placemaking process.

Analysis

Considering globalization dynamics, the current analysis puts a particular emphasis in the relation between flows and places, on one hand realizing the global challenges and on the other, discovering the local actors and forces.

A SWOT analysis has been carried out to evaluate the current character of the site and its possible scenarios, taking into account both dimensions: flows and places.

SWOT ANALYSIS (Places and Flows)	
Weaknesses	**Strengths**
- Permanent exposition to traffic noise - Weak connectivity to the City Centre - Weak connectivity to Nokia buildings - Weak connectivity to Lake Waterfront - Casual spatial organization	- Proximity to the University - Proximity to the City Centre - Proximity to important transnational corporations (Nokia, ISS Palvelot) - Proximity to Lake Waterfront - Strong Railway connectivity - Strong Motorway connectivity - Wellness and Human centred technology - First class university and polytechnic - 6800 enterprises in the city - 200 enterprises engaged in export activity
Opportunities	**Threats**
- Cultural heritage buildings and traditional profile - Possibility to design in a participatory way - Public usage area allowing the intervention - Low residential density - Potential place for Private and Public partnerships concerning social and local empowerment projects - Optimization of the local actors connectivity with global potential (Knowledge and scientific transfer, business services, tourism, etc.) - Promoting regional development and reinforcing Jyvaskyla's place in the national and international urban system	- High traffic - Increasing density

Strategic Approach

Considering the weak connectivity in the urban structure of the analysed area and the lack of a clear spatial definition, a new urban framework is proposed based in a formal link between critical areas/actors of global potential (University, Nokia, City Centre and Waterfront), enhancing local identity and promoting

social cohesion. A global edge can in fact emerge with new cultural, social and economic patterns, promoting deep transformations in our ways of working, socializing interacting and thinking.

In fact, improving this connection will allow a more efficient articulation between the local and the global, which brings the need to plan this area with a people oriented character based in environmental sustainability, heritage conservation, infrastructure efficiency, placemaking, social access, regional integration and human scale.

Therefore, planning the area stressing its conditions of globalization must provide the current intervention with a special combination of functions and activities as a local integrated response (localization) to the global flows (eg. Economic, Social and Cultural areas). The presence of these functions will allow a rich atmosphere to emerge based in the local actor's synergies. The area not only should host business services activities and allow the knowledge and scientific transfer between University/R&D sector and corporations but also be a place where social and private interaction and partnerships may happen to promote local development and social cohesion.

The architectural profile of Jyvaskyla is one of its precious resources. Several architect buildings, like Alvar Alto's and the wooden houses built with traditional techniques, provide the cityscape with a unique touch. Hence, it is important to the current intervention to enhance the building heritage and also promote a creative urban image.

Design Approach

Concerning the design process the most important issues discussed were: connections, social cohesion, people oriented design, conservation and presentation of cultural heritage, the privacy of the people living in the site and the profits of the landowners. These topics developed the design approach of the project. However, the project of the area also includes new functions for both residential and business services. In this design the connection of the area with the other parts of the city is strengthened. With this idea main design principles – functionality, continuity, symmetry, harmony, proportion, order and unity are used in the design with the aim to increase the quality of the area and property value.

A gridiron plan was applied to the area based on the coordinates of the cultural heritage buildings. When the topographical movement of the area is considered, using the gridiron plan gives a new sensation to the area. The cultural heritage buildings used in the design are given new functions. These buildings area rearranged as a cultural centre to strengthen the status of the heritage. The area surrounding these buildings is designed as main public space and the heart of the project, where the main axis and the spine of the project are connected. The main axis of the area was designed according to the position of these buildings and connected to the northern part of the area to the southern part of the area visually and physically.

System of Public Spaces and Pathways

The area is designed as a system of pathways and public spaces, which connects and distributes people throughout the area. Several public spaces will be created in this area providing the functions of communication, social life and chance interaction across the full spectrum of the population. A main public space is crossed by an axis of connection and its limits are defined by the cultural heritage buildings. This pathway provides a safe and lively route for pedestrians and cyclists.

Social area

Three different buildings will provide several social functions: a day care centre, an asylum for the aged; a place where unemployed people and immigrants can be empowered; and a place where disabled people can find training courses and other activities. This area is designed around the building that is defined as possible cultural heritage. Moreover the situation of the area makes interaction possible for the different groups of people and activities.

Cultural area

A cultural centre is created that can host conferences and congresses, product launches and corporate functions. Moreover it is a useful space for local enterprises with its open air that is connected to the main square.

Business Services area

Business services were designed as an active wall to the project area. These "wall buildings" are connected with the bridge that gives a chance to see inside the area to increase its permeability. These buildings – all of them – have different heights according to topography and protect the view of people living in the private houses. Each of the buildings are lit in different colours. This way the buildings give a different sensation during night time. This townscape will be an

attractor to the area. Moreover these building protect the area from the noise of the heavy traffic.

Housing area

The new housing in the area is connected to the business services in order to ease the life of the workers. The houses also define a public square and its height is defined in accordance.

Landscape Elements

The landscape elements give a sense of continuity along the spine public spaces which are designed to surprise the people. There are some landscape elements such as sculpture, lighting, trees, panels, etc. Lighting of the area gives a specific sense also during the night since they are designed in different colour. Trees on the public spaces are selected from plants which have a calligraphical affect as a sculpture. These landscape elements are put in the intersections of the gridiron modules.

Underground Parking Area

When increasing density of the area the need for parking will be increased. Therefore for the underground parking area is designed to solve the problem of the parking.
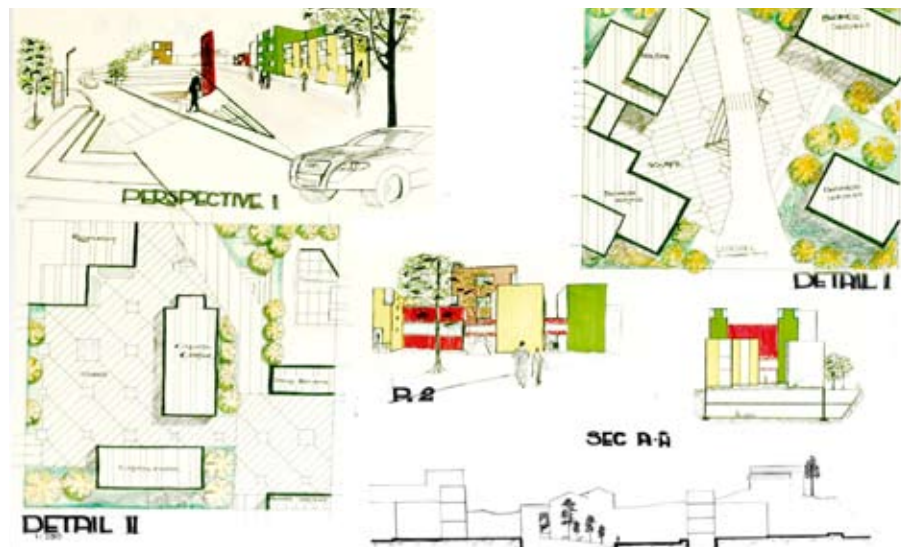
Urbanology
Helen Carter, Simone Caschili, Reuben Koole

URBANOLOGY is a concept of urban planning and design that incorporates the study of an area with knowledge about planning from varied non-Finnish planning backgrounds. This serves to enrich and bring new design ideas into the city planning and design of Jyväskylä.

The urbanology design is centred around two themes: housing and water. This will increase the density of the area and provide more housing for a number of different groups in the city, as well as providing these people a closer relationship to the water, which is already a central feature in the identity of Jyväskylä.

Within the area housing will be created in both existing and new buildings. The types of housing will range from single family villas to heritage and modern apartments, providing a number of different housing options for the growing population of Jyväskylä.

The second theme, water, is fundamentally related to the idea of creating a better connection between the city and the lake. Instead of bringing the city to the water, urbanology brings the water into the city, via a connecting waterway and a lake within the design area. This also has an ecological aim, as the lake and waterway will be fed by filtered gray water and surface runoff.

Joining these two themes is the idea of activity in the area, which will contain a centre for a variety of sporting activities within the natural environment in all seasons. This will allow the area to become a destination not just for those who live in the area, but for other residents and visitors to the city who may use the centre as a gateway to the natural playground the lake provides.

Therefore, the project urbanology will create an exciting, dynamic and desirable area in the growing Finnish city of Jyväskylä. This area on the global edge will shift from a forgotten periphery to a contemporary finishing line for the city. Urbanology can provide the three elements that Finns claim to dream of the

most – a residential location connected to the water, among the trees, and in walking distance of the city centre.

Design objective
Urbanology intends to keep the heritage buildings currently located on the site while adding and rearranging local services, creating a public space for people to gather and socialize. We did this by adding a variety of housing options, centrally locating an activity centre and directly connecting the site to Jyväsjärvi.

The lake
The small lake is approximately 900m2, providing the focal point of the new design, and incorporating ecological principles. The lake serves to connect local residents to natural processes and also to handle the surface runoff and filtered gray water from all nearby buildings. It connects to Jyväsjärvi through the tunnel under the railway and highway. In the winter it is used as a pathway to Jyväsjärvi for skating and skiing, joining with the pathway originating in Jyväskylä's harbour. In the summer the bike path also connects to Jyväsjärvi through the tunnel and joins the larger pathway network throughout Jyväskylä. The lake contains native grasses and plants in order to maintain a natural and visually appealing state even during times of low rainfall and runoff. Weirs situated near Jyväsjärvi allow for retaining more water during periods of low flow.

The plaza
The plaza, with an area of 850m2, replaces the connector street between Vapaudenkatu and Hannikaisenkatu, and provides a gathering place between the modern apartments and the activity centre. There are planters down the middle of the plaza and a temporary café patio area for the summer season. The bicycle path passes through the plaza, and the balconies of the modern apartments provide a visible connection to the public space, adding a sense of life and vitality to the public space.

Modern apartments
The addition of modern apartments at the southern edge of the design site increases the density of housing by adding approximately 3,200m2 of living space. These apartments feature balconies which overlook the small plaza or balconies which overlook the central common courtyard which includes a playground. The building is terraced to the southwest in order to facilitate increased solar exposure on the plaza. This helps promote activity in the plaza by extending the length of time the plaza is exposed to sunlight. Parking has been situated below the building, allowing for increased communal garden space. The parking is accessed to the southwest of the building off Vapaudenkatu.

Single family villas

In the northeastern part of the area, the number of single family villas will be increased by three, contributing to a more cohesive area and add housing overlooking the pathway to the south of the area. The green space around this lower density housing will then blend into the communal space behind the heritage loft buildings. Residents stated this area was highly desirable and it was decided to retain the overall character of the area while adding some residents to fill in the empty spaces. Also, Alvar Aalto's Casa Lauren, presently under commercial use, may be converted to apartments to continue the residential theme.

Heritage apartments

North of the small lake, the old, light industrial buildings will be restored into highly desirable loft-style apartments, suitable for young professionals. The brick façade underlying the current stucco/plaster finish will be restored to match the brick buildings and chimney on the northwest side of Vapaudenkatu. In addition to the existing buildings, two new apartments mimicking the old will form a central courtyard which provides views down to the small lake. Parking has been located underground and is accessed via a drive off Vaupaudenkatu, leading to parking below the buildings. The entire development totals approximately 2,050m2 of new residential space.

Activity centre

Between the modern and heritage apartments and next to the small lake will be the activity centre. The building which currently occupies the space will be retained but also extended. Its stepped street-facing façade will be extended to Vapaudenkatu. This will serve to echo the façade of the building on the opposite side of the street, creating a narrow, urban feeling streetscape. The brick portions of the building are also kept to retain the connection across the street. It may contain multiple activities including bicycle, ice and inline skate rentals, a small café or restaurant, a public sauna and a fitness/activity centre, altogether in a total area of 1,600m2. Parking for the activity centre is below the 2 new apartment blocks located just to the north.

Traffic recirculation

The traffic circulation has been adapted on and around the site so it does not interact with pedestrian and bike paths. This allows the design area to form a more cohesive whole, rather than having a barrier to the most southern section, as well as being safer and more visually attractive for the new residents. The street currently connecting Hannikaisenkatu and Vapaudenkatu will be removed

in order to create a plaza. Traffic travelling southwest on Hannikaisenkatu now continues past the site to join Vapaudenkatu behind the modern apartments. Here, drivers can turn left or right to connect back with the city centre or the Mattalanniemi area. Drivers can also stay on Hannikaisenkatu and continue towards the university by passing over Vapaudenkatu on the widened overpass. Also, Vapaudenkatu has been converted into a two-way street. This change allows for safer crossing by pedestrians and bikes and provides a safer environment for people gathering at the plaza. The speed of two-way traffic is slower than one-way and there are also additional calming devices next to the plaza and at the bike pathway crossing to the northeast. These devices are raised intersections and crosswalks which reduce the speed of cars as they pass by the area.

Detailed Plan 1:250
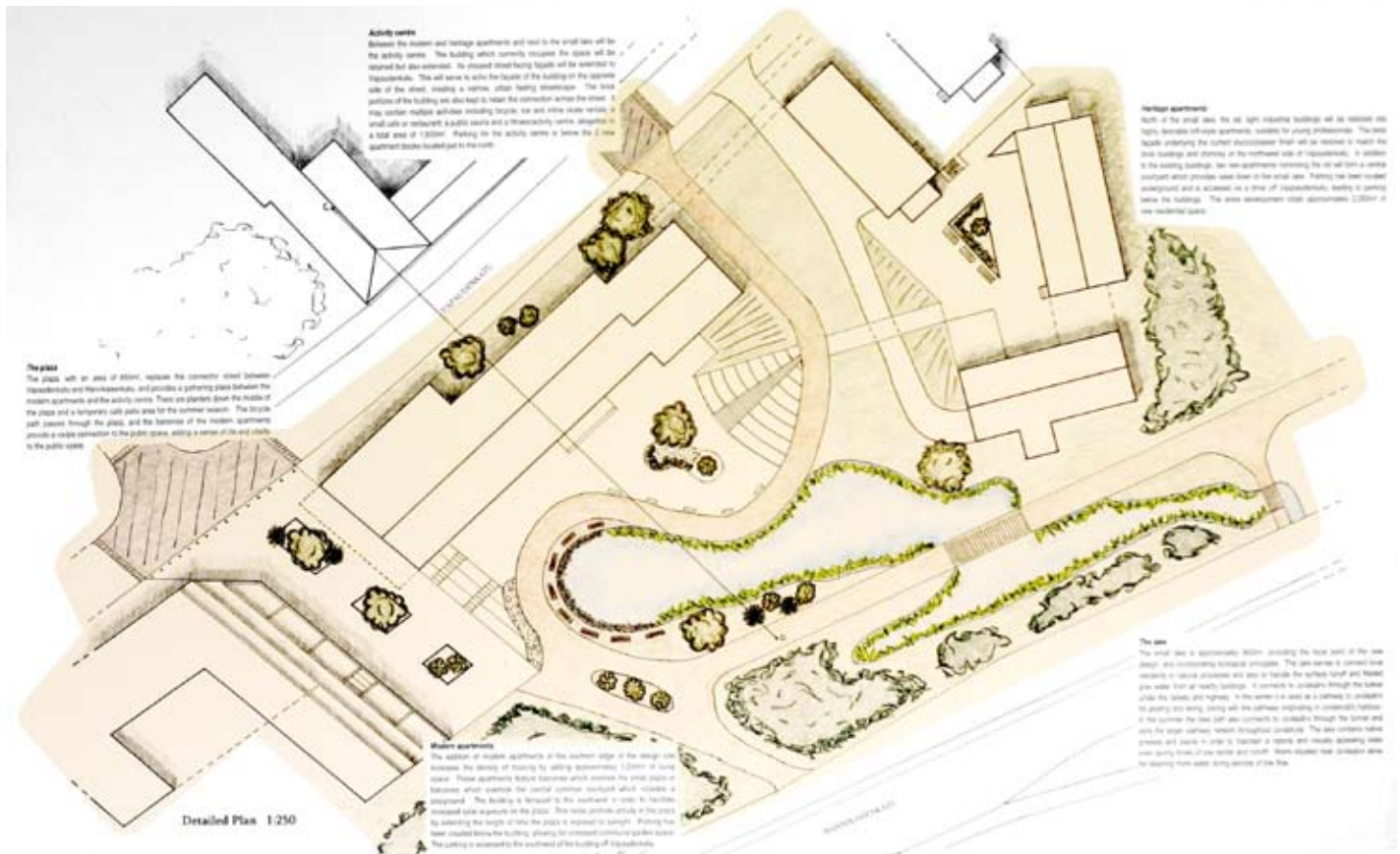
Access Defined
Ingrid Boelens, Ralph Dominik Jakob, Mina Xiaomei Zhan
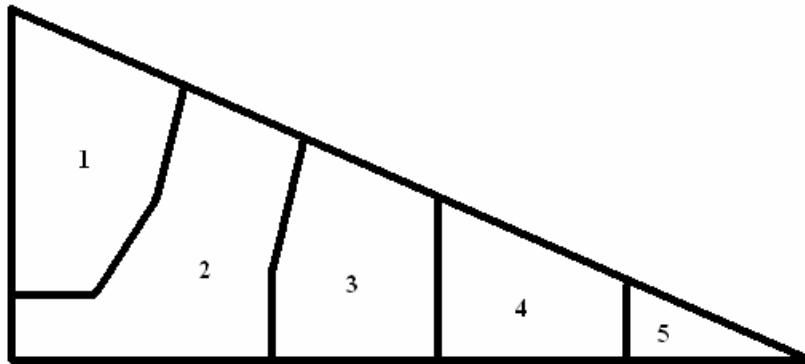
Concept

The area can be seen as access point in two dimensions. First, the landmark building on the western edge guides people into the city centre of Jyväskylä. It is located at a major entrance and can be seen coming from the highway. The second idea is in creating a strong green connection between the lake in the south and the university as well as the city centre in the north. It links the existing green areas and bridges the gap in the pedestrian & cycle network.

The other main aspect of the area is shaping interaction spaces of different character. The new north-south connection serves as a public meeting space. The green strip allows rather accidental meetings, whereas the terrace to the west serves as outdoor catering. Mixing uses like a pub, shops and services with social functions that can already be found in the area today encourages interactions of various types of people. In the public areas along Vapaudenkatu Street, people working and living in the adjacent buildings can meet. Finally, semi-public green yards are more intimate spaces, where neighbours come together.

Structure

The uses and densities shift continuously from residential in the east to commercial in the west. An exception of this transition is the public realm opening up the residential part. The sides along Vapaudenkatu create public entrances, whereas the inner yards offer a higher degree of privacy and mainly serve as meeting point for neighbours. In the following, the character of every quarter is briefly described.

1 - One-family housing: The existing character of the area as one-family housing dominated by private gardens is kept and completed.
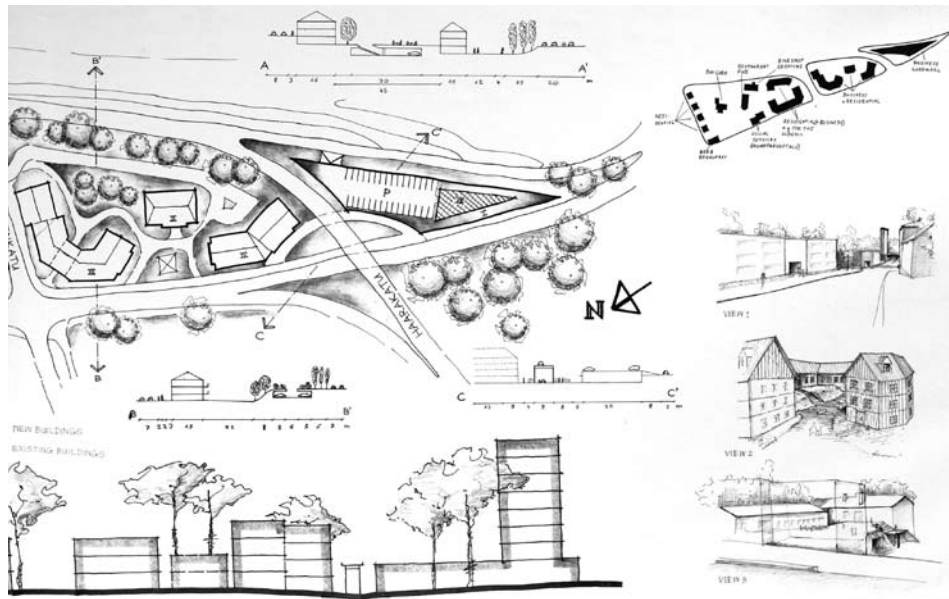
2 - Public realm: The central area is opened up and made accessible for the public. The Alvar Aalto building is included in this concept to ensure the natural flow into the area when coming from the city centre. The social functions of Kumppanuustalo move to a new building at the street. Here it has a better accessibility from the existing bus stop and people from different social groups are able to use the public realm. Furthermore, a restaurant, different shops and services can be found in the preserved buildings. By using the topography, terraces are created to break down the area into smaller spaces with varying character. Thus, there is a corridor for passing as well as a more protected terrace for staying. The ramp is a fast connection especially for bikers, whereas pedestrians walk along the terraces. Underground parking is made possible by the different height levels.

3 - Mixed uses: predominantly residential: Though the buildings have a mainly residential function, they can accommodate different kinds of housing. The area is suitable for the elderly, as it is close to social facilities and services, public transport and nature. Also student housing could be provided here, close to the university campuses. Again the topography helps locating the needed parking space, as it can be hidden under a green terrace.

4 - Mixed uses: predominantly commercial: Contrary to the former one, this area holds more office than dwelling space. However, the character of the area and especially its open spaces differ much from the street front to the rear. Most commercial spaces can be found along the street with a public space inviting visitors as well as locals to stay. In the rear, the residents have private gardens and semi-public yards, facing a green bank shielding the courts from the highway. The green strip is also used to locate the necessary parking space.

5 - Landmark building for commercial use: Being a left-over space from traffic infrastructure in status quo, the westernmost part of the planning area gets a new meaning by marking the entrance to the city.

A tower building serves as landmark, which can be seen when entering the city on the highway. Together with existing landmarks it defines the extent of the city centre. The roof of the lower part of the building can be accessed by cars and serves for parking. The building form defines a public place, which continues with the same shape beyond the flyover. By linking the two sides of the bridge, the landmark is physically connected to the city.

BRIDGING the GAP
CREATING GREEN CORRIDOR

TRAVEL
CENTRE

PARK
RIDE

TOWN
CENTRE

UNIVERSITY
MAIN CAMPUS / PARK

HOSPITAL

RESIDENTIAL   PUBLIC
                  REALM
        MIXED
        RESIDENTIAL/BUSINESS
                        BUSINESS
                        GARDENS

RESIDENTIAL   COMMERCIAL

HANNIKAISENKATU

MINNA CANTHIN KATU

VAPAUDENKATU

1:500
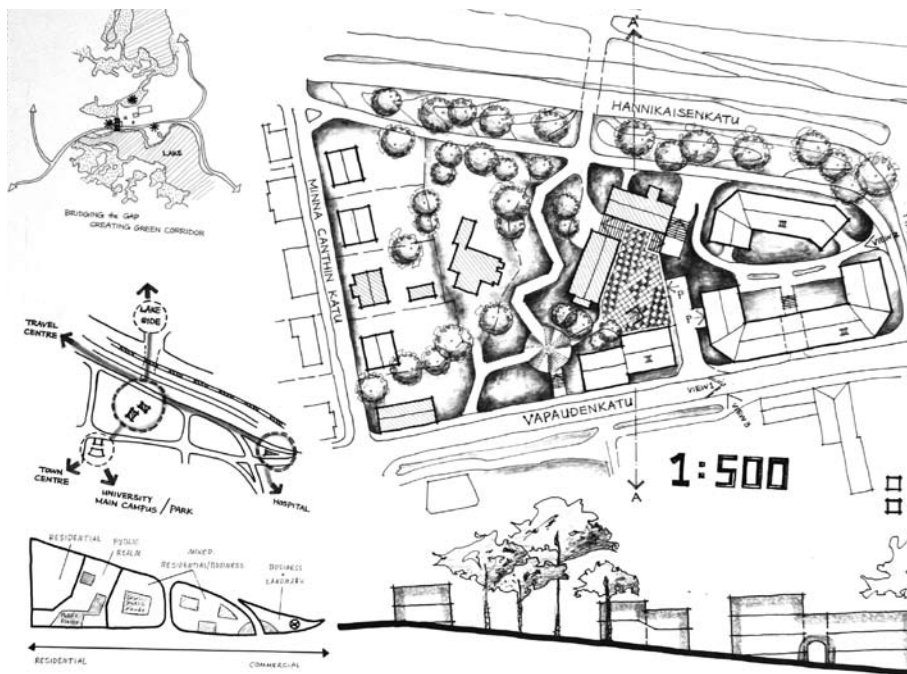
APPENDICES

Map from 1634 *by Gangius.*

The most important entity determining the city of Turku is the river. The city was born along the river and the river still defines the city's identity. It serves the citizens as a connection, recreational space and a cultural venue for various events and festivals. Almost every citizen crosses the river at least twice in a day. The river is the main focus of the future national urban park plan.

The site of the historical city centre has been a focus for cultural activities during two decades, and it is nowadays an important scene for many kinds of urban occasions and cultural action. The cultural centre has located there since the end of 1980. In the beginning of 1990 was inaugurated the "Aboa Vetus"-museum presenting excavations of the medieval town, and the new main library, accomplished in 2007, form together a concentration of functions with the old centre of Turku.

Map from 1756 *by Gadolin.*

The historical centre.

The new main library.
JKMM Architects

Turku statistics

Area	306,4 km²
Land	245,7 km²
Mean temperature	6,9 ˚C
Highest	29,8 ˚C
Lowest	-21,4 ˚C
Population (2006)	175 000
per land-km²	714
0-14 years old	13 %
15-64	69,4 %
65+	17,3 %
Swedish-speaking	5,2 %
Other languages	6,0 %
Foreign countries' citizens	4,3 %
Students (in university)	38 913 (22 025)
Cars	76 177

1

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The task is to provide the river with a new bridge for pedestrians and cyclists in any location between Auransilta Bridge and Tuomiokirkkosilta Bridge (map). Routing and functions of public spaces in the vicinity of the bridge may also be evolved. The proposal is made on the basis of analyses and observations of various connections in the city, the routes people use, views in the cityscape and different functions that could be linked.

The plan should be made in relation to the city structure and with its design enhance the surrounding environment. The scenery of historical heart of Turku and Turku cathedral is one of the most valuable national vistas of Finland. Special attention is thus focused on the adequacy or harmony between the design of the bridge and the environment. The views from the bridge are also supposed to be thought over.

The constructional viewpoint may be evolved further, if it is crucially related to the architectural idea. The connection between the river bank and the bridge should be solved both technically and spatially. The spatial aspect is related to the specific sites in the ends of the bridge, as well to a larger urban context.

Planning site.

120

Pennisilta bridge

Drawing presenting the surroundings of the old market square before the fire of 1827.

In the late 1970's was presented the idea to construct a bridge ("Pennisilta Bridge") for pedestrians into the historical location, where the only bridge of Turku was for over 400 years. The idea was dismissed, but it has been highlighted later. Nowadays much more of the buildings around are dedicated to different cultural purposes and there is a need to tie the two sides of the river together. The specific location of the bridge is also under consideration. The historical site is not self-evident because the urban structure has gone through big changes since the fire of 1827. The bridge has potential to evoke local history and create global atmosphere to the heart of the city. Turku is one of the European cultural capitals in 2011, which is one of the reasons to improve the cityscape now.

2

Ideas about the function of bridge should be discussed. What else can a bridge provide beyond its function as a pathway? Interesting approaches and fresh ideas are expected. Can there be a solution that at the same time enhances the local atmosphere and brings global feeling?

Site analyses and composition of groups

The task is carried out in groups of 2-3 persons. The site can be oriented and analysed in various sizes of groups. You are provided with initial material showing the actual functions and ages of the buildings on the site, maps and images showing the development of the cityscape, and maps showing the actual situation of the traffic.

Many kinds of topics can be investigated in the analysis, for example:

Actual flux of pedestrians and cyclists
 - How people move on the site, where could be the best place to create a new pathway?
 - Where do people stop and what pathways they use for passage?
 - How and for what purposes people use different places on the site?
 - Are there areas on the site where car traffic could be excluded?

The architecture and urban materials/textures
- How large is the spectrum of different styles of architecture in the site?
- Is the architectural spirit homogeneous/heterogeneous?
- What kind of materials do the architecture and the coating of the streets contain?

Landscape
- What kind of views does the townscape offer?
- What are the key features in the scenery?
- How do seasons change the scenery? (see the photos in the material folder)

Past – present – future
- What are historically important structures to preserve or evoke?
- How much must the past influence the new planning?
- How and how much does the site sustain modern design?

Final outcome

Each group presents their proposition in accuracy of their choice. The way of presenting is free; the works may include pictures, photos, construction images, 3D images, text etc. Description of the proposal (A4), all compiled in a brochure, is required. The works are printed on size 70 x 100 cm paper.

The main bridges:

Aurasilta (*Aura Bridge*), 1831 / 1907.

Martinsilta (*Martti's Bridge*), 1940.

Tuomiokirkkosilta (*Cathedral Bridge*), 1955.

Myllysilta (*Mill Bridge*), 1975.

Snapshot to the history of the site

The city of Turku was founded in the end of the 13th century. The most prominent reason for the choice of location was the river. It has nowadays lost its original function, trade, but still dominates the townscape and determines the identity of the city.

On the main side of the medieval town were the cathedral and the main square. According to the shape of the main square, it is obvious that the medieval city was planned at least partially by German examples. The city spread to both sides of the river already in the 14th century, and there has been a bridge crossing the river at least from 1414.

Already in the middle ages houses along the important streets were built of brick, and still some of the vaulted cellars of the old buildings on the site date back to the middle ages.

Russian topographic map from 1741-43.

View from the cathedral tower, 1914.

The first map of Turku was made in 1634 (page 1), and it shows the mainly medieval city plan. The map made in 1750-56 contains new straight streets that were opened through the old structure in the middle of the 17th century.

Until the fire of 1827, which destroyed ¾ of the city, the street pattern was mainly medieval. However several big fires and other demolitions had destroyed nearly all medieval

City plan 1897.

buildings. The townscape was dominated by buildings of the 18th century. The only bridge was until the fire located on its medieval site.

After the fire, architect Carl Ludwig Engel created a new regulatory city plan, where the medieval urban pattern was almost totally extinguished. However some traces, like the old main square with surrounding quarters were preserved. These few remains give an idea of the medieval townscape. The oldest building in the surroundings of the site is the medieval cathedral. Some other buildings contain parts from time before the fire, but mainly all the construction dates from time after 1827.

The urban area was largely extended after the fire and architect Engel presented locations for three bridges. The surroundings of the cathedral and the old main square were turned into a park after British examples. The new bridge was fitted to the new street network, although Engel wanted to preserve some marks of the pre-fire town. The old town hall was used for different purposes after the fire: it served as a factory, a police station, etc. From the 1980's the Turku cultural centre has operated in the blocks around the old main square.

1229	The administration of the diocese of Turku and the cathedral are moved to Aurajoki river valley, a location three kilometres upriver from the present site of the town. Aurajoki valley becomes the mercantil and administrational centre of Finland.
1280-1300	Foundation of the town onto its present location. The old market square, cathedral and the castle are built.
1300	The cathedral of Turku is inaugurated.
1318	The town is destroyed in a Russian attack.
1414	The town has grown on both sides of the river. There are 1000-2500 inhabitants in Turku which means a big town in the scale of medieval Sweden.
1509	Sack of Turku by a Danish pirate Otto Rud.
1640	Turku University is founded.
1681	A fire destroys 5/6 of the town.
1713-1721	Occupation by the Russians. Over 100 houses are demolished and the building material is transported to the construction of St. Petersburg.
1809	Sweden loses Finland to Russia in a war and Finland becomes a part of the Russian imperium. Turku loses its position as the capital of Finland to Helsinki.
1827	A fire destroys ¾ of the town. The city plan is totally renewed and the university is moved to Helsinki.
1918-1919	Turku University and Åbo Akademi (swedish university) are founded. Finland has gained its independency in 1917.
1939-1944	Turku is bombarded several times by the Russians during the second world war. Turku castle is destroyed in 1940.
1960-1980	A number of historical buildings are demolished and the present cityscape is born.

Age of the buildings

before 1827 (some of the buildings reconstructed after the fire)

1827-1880

1880-1944

after 1944

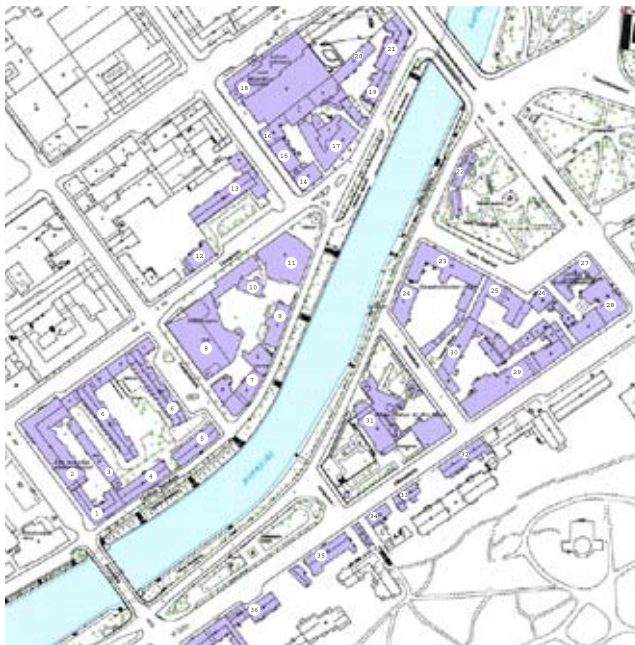Superimposition of the 1756 (red) and
the present street network on the site

Usage of the buildings

public

office / education

shops / restaurants

mainly housing

mixed

empty

Courtyards and permeability

public courtyard

private courtyard

passage

cyclists

Main cycling / pedestrian routes

cycling route

promenade or similar

planned new routes

Planning site building information

a architecture-historically valuable
h historically valuable
e environmentally valuable
(*according to The Museum Department*)

1. Aurakatu 1
Empire-style residential house by C. Bassi 1829 (House Bassi).
a/h/e

2. Aurakatu 1
Neorenaissance residential and commercial building Svenska Gården Verdandi, 1897-98 by F. Strandell.
a/h/e

3. Läntinen Rantakatu 9
Dwelling-house for the sugar factory by C. L. Engel 1814-15, newly constructed after the Turku fire (1827). Renovated in the 1970's.
a/h/e

4. Sugar factory, Läntinen Rantakatu 7
C. F. Schröder 1756-58. Transformed into an apartment building in 1829 by C. Bassi. Renovated and transformed into offices in the 1970's.
a/h/e

5. House Trapp, Läntinen Rantakatu 5
C. Trapp's apartment building, 1829-30 by C. Bassi. Renovated and transformed into offices in the 1970's.
a/h/e

6. Linnankatu 8
Two apartment buildings with a commercial wing, by architecture office Pekka Pitkänen 1961-62.
a

7. Läntinen Rantakatu 5
Empire/neorenaissance-style stone buildings: Child welfare clinic (former Hotel du Nord), 1844-45 by P. J. Gylich. Telephone company, 1898 by A. Salviander. An apartment house, 1898-90 by A. Helenius.
a/h/e

8. The New Main Library
2005-2007 by JKMM architects.

9. Former house of the President of The Court of Appeal, afterwards for the county governor 1730-33.
After the Turku fire, a school 1829 (C. L. Engel)
a/h/e

10. Chancellery building 1815-17 by Bassi & Arppe (renovation 1887, 1950's, 2007).
a/h/e

11. The Old Main Library
1901-03 by K. A. Wrede.
a/h/e

12. Linnankatu 5
Empire-style residential house 1830, new neo-renaissance façade 1884-85 by A. Helenius. Used also as a athletic club house. Since 1990's a nightclub.
a/h/e

13. Linnankatu 3 – Brahenkatu 1
Modernistic apartment building with a commercial wing 1956-57, by Olli Kestilä.
a

14. Linnankatu 3 – Brahenkatu 1.
House Perttala 1831-33 by P. J. Gylich.
a/h/e

15. Brahenkatu 2
Wooden residential house 1831-32 by P. J. Gylich (neorenaissance outfit 1887 by A. Helenius).
a/h/e

16. Brahenkatu 4
Neorenaissance stone building 1887 by A. Helenius.
a/h/e

17. Linnankatu 2
House Ingman 1831-33 by P. J. Gylich (parts dating from the 1770's, present façade 1901-04).
a/h/e

18. House Julin, Eerikinkatu 4
The façade of the Julin House (P. J. Gylich, A. F. Granstedt) and parts of the medieval House Of the Holy Spirit and a church build in 1588-90, included in a hotel and commercial building entity from the 1980's.
a/h/e

19. Linnankatu 1
Residential house 1829, renovation by Albert Richardtson 1940-41.
a/e

20. Warehouse
Made from reinforced concrete 1912-13, by Alexander Nyström.

21. Linnankatu 1
An apartment/commercial building by A. Richardtson, 1930.
a/e

22. Restaurant Pinella, Porthan Park
Park pavilion 1848, present outfit 1862 by Theodor Chiewitz and C. J. von Heideken. Arcade (shore shops) 1830's (P. J. Gylich) and a lavatory (1889-90 Helge Rancken), renovated and transformed into a restaurant in 1975 (B. Casagrande). Future use is open.
a/h/e

7

23. Klassicum, Katedralskolan
A town palace from the 1500's, the house for The Court of Appeal in the 1600's and 1700's, newly build for school purposes after the Turku fire (1827).
a/h/e

24. Gymnasium
1902 by C. Armfelt.
a/h/e

25. House Brinkkala
A town palace partly from the 1500's with its household buildings. Renovated and transformed into a town hall in 1884 (C. J. von Heideken), since a police station and since the 1980's, a cultural centre.
a/h/e

26. Town Hall
1743-36 by Samuel Berner.
a/h/e

27. House Juselius
1891-92 by K.V. Reinius. Renovated and transformed into a cultural centre in the 1980's.
a/h/e

28. House Hjelt
1829-31 by P. J. Gylich (alterations in 1903, 1921 and 1923).
a/h/e

29. Hämeenkatu 17
Factory buildings build together: a fire station by A. Kajanus 1887-29, a factory and an electricity station building by A. Salviander 1901.
a/h/e

30. Åbo Akademi (a Finnish Swede university), some faculty buildings
Rettig's tobacco factory and office: oldest parts from before the Turku fire; 1828-29; alterations in 1848, 1864 and 1875. Factory building 1866 and 1889 by K. V. Reinius; the tobacco factory 1885-86 by A. Helenius, rise and extension 1927 by A. Richardtson.
a/h/e

31. Aboa Vetus & Ars Nova, Hämeenkatu 21-23
Rettig's Palace 1928 by Jung & Jung, transformed into a museum in the 1990's. Dwelling-house 1831 (P. J. Gylich), alterations in 1878, 1895 and 1940 (A. Richardtson), pavilion circa 1850.
a/h/e

32. Hämeenkatu 24
Neorenaissance buildings: a wooden one-storey dwelling-house by E. Enholm 1828-29 (façade alteration 1889 by A. Kajanus) and a two-storey stone building by A. Helenius 1884 (parts dating from the 1830's). Dwelling-house in the courtyard 1828-29, underneath it an old cellar.
a/h/e

33. Hämeenkatu 26a
Empire-style wooden dwelling-house 1828-29 (courtyard side alterations in 1944, 1946).
a/h/e

34. Hämeenkatu 26b
Two wooden dwelling-houses (E. J. Wennerqvist 1829-39, an alteration in 1909 (A. Nyström) and in 1929), neorenaissance two-storey carpenter's workshop made from brick (A. Kajanus 1889) plus outhouses.
a/h/e

35. Hämeenkatu 28
The Finnish Economy Association. Repaired in 1829-31, by P. J. Gylich. Originally a mansard roof house
a/h/e

36. Hämeenkatu 30
4 and 8-storey rationalistic apartment buildings with a commercial wing, 1960-61 by Woldemar Baeckman.
a

TASK INFORMATION - TURKU

IFHP Summer School 2007 Jyväskylä
Local Identity and Globalisation - Global Edge

TASK #1 :: Site analysis [10-11 Aug]

Form four groups and choose one of the topics below. Analyse the area according to the topic you chose. Make notes and draw quick sketches. Examine the area several times during the day and note the possible changes. Talk with the locals and ask their views and opinions (after the public opening of the school on Friday 10th might be a good opportunity for it).

The analysis should be concise and to the point, as the time for the analysis is quite limited. Still, try to think beyond the obvious; i.e. do not present just what you see, but also analyse why it is so. Present your findings preferably on the maps provided, and use additional sheets of paper if necessary. Use quick maps, sketches and schematic illustrations.

The groups present their analyses on Saturday morning at 11 am in the Kumppanuustalo Studio. After this the final design groups will be formed.

The analyses need not to be visually stunning, so that you may concentrate in the actual analysis. Present all your discoveries and conclusions in simple and clear drawings, schematics and/or short sentences.

Topics:

1. Urban form – relations: space, structure, quality
2. Routes: cars, bikes, pedestrians, railway; different connections inside and through the area
3. Activities: seasonal/daily usage, day/night functions
4. Public network – relations; squares, streets, green areas: yards, parks

TASK #2 :: Urban design challenge [11-17 Aug]

Form groups of 3-4 people and choose a topic for your project. Members of the group should each be from a different analysis group. Ideally each group should choose a different topic, so that a maximum amount of different ideas and visions can be thrown around. Before setting to work, discuss your choice with the teachers/tutors!

The next page lists some possible topics. Choose one of them or form your own based on the group's common interests. Think and discuss the different approaches and possibilities of the design task. What is the maximum design intervention? What is the minimum? How much can the limits be stretched? What does the site need – what should the scale of the intervention be?

Start to brainstorm immediately. Discuss, argue, take notes, draw sketches, construct schematics. We want to hear your initial primary ideas on Sunday morning at 10.00 am in the Studio. Don't be afraid to present your ideas, no matter how strong or strange they may seem. We wish to see a huge variety of visions for the design area.

Some design guidelines:

Redevelopment of the site should aim to strengthen the status of the heritage buildings and to enhance the **linkage to the city grid**. Buildings without heritage value may be replaced with new structures if necessary. New functions may include both residential and commercial buildings. It is also important to examine the visual and physical connections around, to and through the area.

Proposals should be **bold and visionary**. The edge of the city, the urban edge, is a perfect place to examine **new ways of urban living** and to interweave different ideas together.

Details on required material, presentation panels and techniques will be given later on.

URBAN DESIGN CHALLENGE
3 | jyväskylä :: ifhp summer school 07

Ideas for topics:

1. Urban profile
    - large scale area image / function within the city structure
    - existing & new cultural / structural / functional / recreational elements
2. Rearrange
    - new structures, as much floor area as possible
    - restructure the area
3. Patching up
    - small interventions
    - renovate / refurbish
4. Green linkage
    - public green areas network
    - connections within / through
5. New urbanity
    - new ways of living in the city
    - housing types / (semi)public spaces
6. Interweaving functions
    - living / business / recreation combined
    - mixed use buildings
7. Visual edge
    - entrance gate for the city
    - facades / volumes / landscaping
7. Global edge
    - link to the university
    - combining functions?
8. Details / themes / branding
    - small scale area architecture and design
    - surfaces, vegetation, street furniture, soil construction, other elements

Schedule:

Saturday 11 August, 11am: Presentation of analysis, design task begins
Sunday 12 August, 10am: Presentation of initial primary ideas
Monday 13 August, 2pm: Half-way check
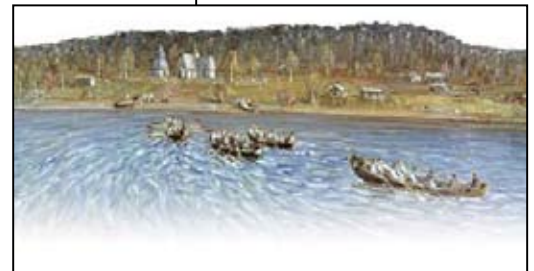Friday 17 August, 1pm: Final review

Site area guide map

Facts about Jyväskylä

HISTORY

The city of Jyväskylä was settled as a town in 1837 in the lake district of Central Finland, on the site of an old market. Over the course of history lake Päijänne has been a deciding factor in the growth of the city, providing for easy boat access for traders and means of transportation for the lumber industry.

POPULATION (2006)	84 772
Change during 2006	+288
Age groups	
0-6	7,0%
7-12	5,7%
12-15	3,0%
15-64	70,8%
65-74	7,0%
75-	6,4%
Foreigners	2080
Tertiarty degree holders	30,9%
Jyväskylä University students	15731
Unemployment rate (2006)	13,6%
Jobs	47800
Average income per recipient	19751 euro / month

Boats carrying regional inhabitants to Jyväskylä church for sunday service in a painting by Jonas Heiska from the early 20th century.

STATISTICS

13th YTK / IFHP
URBAN PLANNING
AND DESIGN
SUMMER SCHOOL
6-18 August 2007

MONDAY 6 AUGUST

Centre for Urban and Regional Studies, Lecture Hall

13.00 Official Opening
Panu Lehtovuori, PhD, Director of YTK
Ksenija Hiel, PhD, Director of the YTK/IFHP Summer School
Tuomas Ilmavirta, Course Coordinator of the Summer School

14.00 Lecture 1
Ksenija Hiel, PhD, Professor, University of Novi Sad
Local Identity in Architecture and Globalisation

15.00 Lecture 2
Mikko Lindqvist
Introduction to Finnish Architectural Tradition

16.30 The University Campus Tour by foot
Panu Lehtovuori

18.00 Free Evening

HELSINKI UNIVERSITY OF TECHNOLOGY
Centre for Urban and Regional Studies

TUESDAY 7 AUGUST

Centre for Urban and Regional Studies, Lecture Hall

09.00 Lecture 3
Derek Fraser, Professor, Edinburgh College of Art
Global Urban Typologies and Local Spatial Culture

10.00 Lecture 4
Peter Ache, Professor, YTK
Globalisation and European Metropolitan Planning

11.00 Lecture 5
Tuomas Toivonen, Architect, Now Office
Identity and Address

12.00 Lunch

13.00 Lecture 6
Panu Lehtovuori, PhD, Architect, YTK
Beyond Postmodern Urbanism

14.00 Lecture 7
Otto Karvonen, artist
Artistic Intervention in Public Space

15.00 Presentations of the Cities of Turku and Jyväskylä
Turku, Panu Savolainen, City of Turku
Jyväskylä, Sampo Sikiö, Architect, City of Jyväskylä

16.00 Workshop Proceedings
Ksenija Hiel and Tuomas Ilmavirta
Preferencies of destinations etc.

17.00 Get Together and Sauna
17.00: Snacks and drinks
17.30: Girls' Sauna
18.30: Boys' Sauna
Free Evening

WEDNESDAY 8 AUGUST

Helsinki City Planning Office, Kansakoulunkatu 3, Helsinki

"Helsinki Day"
09.30 Lecture 8
Douglas Gordon, Architect, City of Helsinki
Future Strategies for Helsinki Region

11.30 Lunch
Energiatalo, City Centre
Lunch offered by Helsinki City Planning Office

12.30 Guided Bus Tour
Guided bus tour in Helsinki

16.30 Water-Bus Cruise
Water-Bus cruise around Helsinki peninsula

18.30 Free Evening

	Thursday 9 August	Friday 10 August	Saturday 11 August	Sunday 12 August	Monday 13 August	Tuesday 14 August	Wednesday 15 August	Thursday 16 August	Friday 17 August	Saturday 18 August
07:00 - 08:00	7:00 Bus leaves for Turku quick unload of luggage									
08:00 - 09:00										8:00 Bus leaves for Helsinki
09:00 - 10:00	9:00-12:00 Guided tour by bus - Turku City - Coffee break - the river Aurajoki	9:00 Work begins at MANILLA2: -Analysis task given -Arranged site visit in working groups	9:00 Presentations of analysis task at MANILLA2. Main task given.	cruise to Naantali 9.30-17.45 (optional)	Workshops at Manilla 10.00 Half-way check (concept, ideas, feedback) visiting tutor Ksenija Hiel	Workshops	Workshops	Workshops	Workshops -Attaching the panel prints to boards. -preparing the final presentation	~8:30 - 9:30 Guided visit in Paimio Sanatorium, designed by A.Aalto
10:00 - 11:00										
11:00 - 12.00							Press conference in workshop (½ h)			Otahalli arranging exhibition
12:00 - 13:00	Welcome to Turku Lunch at City Hall	Lunch	Lunch			Lunch	Lunch	Lunch	Lunch	
13:00 - 14.00	lecture Harry Andersson	Workshops	Workshops		visit to City Planning Office	Workshops	Workshops	Finalising the report and panels + leave for copying	Attaching the panel prints to boards. Arranging the exibition. Final Presentation at DANA; Authorities, Press and General Public, visiting tutor Panu Lehtovuori	Closing session in Otahalli
14:00 - 15:00	about 14.30 "Siesta"				guided Tour to Chapels of Turku					
15:00 - 16:00		lecture Jan-Erik Andersson				lecture Tervaoja / Hintsanen				
16:00 - 17:00	Welcome to Summer School in MANILLA2: -Planning site presented -Info on schedule, tasks, tutors, materials, groups - Visit to Library of Turku (1,5h)	Workshops				Workshops	open doors to the citizens of Turku			
17:00 - 18:00										
18:00 - 19:00			Presentation of case studies		Workshops			Finished projects -> Tidying up the working premises	Farewell Party in Ruissalo camping Saaronniemi: sauna and barbeque	
19:00 - 20:00							Workshops			
20:00 - 21:00	Evening at Riverboat Donna (optional)							NIGHT OF THE ARTS Cultural Event in the city (optional)		
21:00 - ...										

	Thursday 09 August	Friday 10 August	Saturday 11 August	Sunday 12 August	Monday 13 August	Tuesday 14 August	Wednesday 15 August	Thursday 16 August	Friday 17 August	Saturday 18 August
07:00 - 08:00	Bus leaves for Jyväskylä									
08:00 - 09:00										07:30 Bus leaves for Helsinki
09:00 - 10:00		Work begins at Kumppanuustalo! Site visit, incl. building visits; Getting to know the area independently	11:00 Presentations of analysis task; division into working groups; main task and all relevant material given	10:00 Primary ideas presented to tutors	Workshops	Workshops 10:00 Mervi Vallinkoski (Landscape Architect, Department of Urban Planning) tutoring	Workshops	Workshops	Finalising the report and panels	
10:00 - 11:00	Arrival to Jyväskylä, unload of luggage.									
11:00 - 12.00								Finished projects leave for copying		Otaniemi arranging the exhibition
12:00 - 13:00	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
13:00 - 14.00	13:00 - 15:00 city bus tour, guide Sampo Sikiö	Public opening of the School - information given to locals - walk around the area with local people/experts/etc - analysis work begins 15:30 Coffee break	Workshops	Free Evening / Workshops (optional)	14:00 Half-way check (concept, ideas, feedback)	Workshops	Workshops		13:00 Final Presentation at Kumppanuustalo, guest critic: Academic Juha Leiviskä, architect SAFA	Closing session in Otaniemi
14:00 - 15:00	15:00 Department of Urban Planning, 6th floor: Welcome by city planning office -Analysis task given -Anne Sandelin's lecture -Light snacks and refreshments							Finalising the report and panels. A3-versions delivered to Mr. Leiviskä.		
15:00 - 16:00						15:00 (optional): Introduction to the architecture of Alvar Aalto in Jyväskylä.				
16:00 - 17:00										
17:00 - 18:00					17:00 Lecture: Architectural office Luonti (Jani Jansson & Virve Väisänen): Finnish living and housing design			Presentation of case studies		
18:00 - 19:00									~16.00 Bus to Säynätsalo & Muuratsalo; Farewell Party at Muuratsalo experimental house	
19:00 - 20:00	Sauna							Tidying up working premises; free time		
20:00 - 21:00										
21:00 - 22:00	Return to sleeping quarters								BUS 21:30 back to JKL	

Participants of the YTK/IFHP Summer School 2007

Melda Acmaz
Elizabeth Austrom
Thaís Bacchi
Eylem Bal
Jelena Birvalski
Ingrid Boelens
Anne Boonstra
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Simone Caschili
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Manten Devriendt
Anna Christina Di Fede
Manish Fernandes
Naomi Hersson Ringskog
Nebojsa Jakica
Liene Jakobsone
Ralph Dominik Jakob
Reuben Koole
Neslihan Kulozu
Naoko Kuriyama
Noemi León Gómez
Joana Lobato Silva
Brendan O'Connor
Rashel Yasmin Pardo
Tamara Pazane
Birte Pforr
Viktorija Prilenska
Agneta Runevad
Jermina Stanojev
Jordan Teel
Jörg-Philipp Zaugg
Xiaomei Mina Zhan
Sophia Älfvåg