

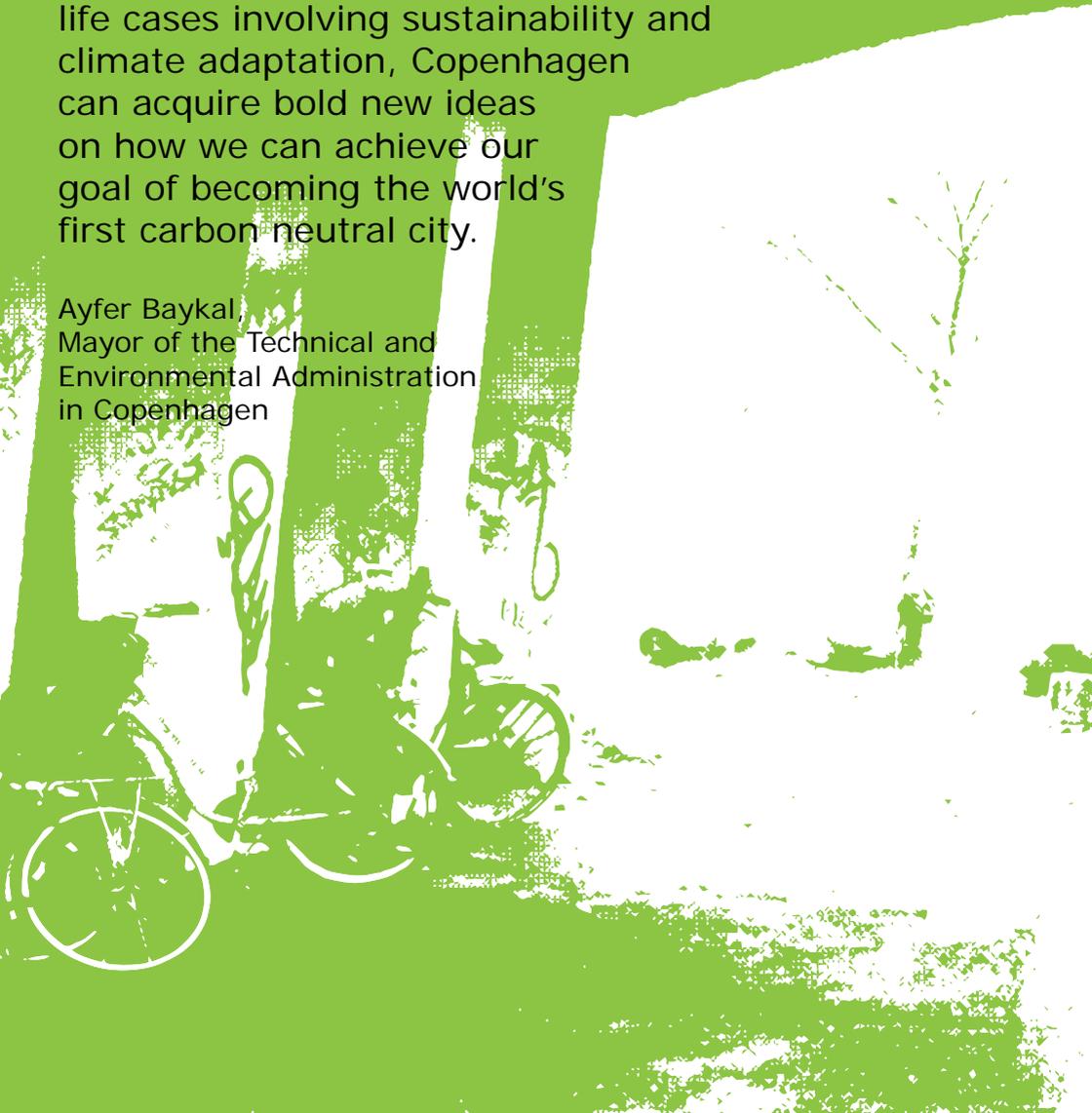
# ECOWEEK 2013



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Ecoweek – New Nordic Living is a prime example of how local municipal stakeholders, companies and educational institutions like KEA, together can take part in the transformation of Copenhagen towards carbon neutrality. By inviting students from around the world to create solutions to real life cases involving sustainability and climate adaptation, Copenhagen can acquire bold new ideas on how we can achieve our goal of becoming the world's first carbon neutral city.

Ayfer Baykal  
Mayor of the Technical and  
Environmental Administration  
in Copenhagen



# PREFACE

## ECOWEEK - NEW NORDIC LIVING IS MANY THINGS

Since 2009, the NGO Ecoweek, founded by Elias Messinas in 2005, has been running educational programmes for students and young professionals on the theme of sustainability, especially within the built environment. When Head of Studies Claudio Testa and lecturer Jan Johansson, both participating in Ecoweek Milano, were asked whether KEA could host the first Ecoweek in the Nordic countries ever, the answer was a proud yes.

Over the past year and a half, KEA Copenhagen School of Design and Technology and the Municipality of Copenhagen and others have been involved in a close-knit collaboration to find the 26 workshops that comprise Ecoweek - New Nordic Living, addressing issues of sustainability in Copenhagen, and specifically the Northwest district. One of the principles that will guide the students in their solutions is the principle of proximity, which encourages us to source only local materials to create practical solutions. The principle of proximity is one of the inspirations of the New Nordic theme.

Ecoweek - New Nordic Living is many things. It is a one-week boot camp in which students from different disciplines and from different countries will work together to solve climate challenges that are not only faced by Copenhagen, but also by other capital and major cities. It is a coming together of some of the most renowned workshop leaders in the field, both from Denmark and other countries. It is a festival with numerous events that are open to the public, all of which are about raising awareness of environmental issues.

Eva Valcke,  
Project Manager, Ecoweek - New Nordic Living.

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ECOWEEK - NEW NORDIC LIVING

SUSTAINABLE DESIGN SOLUTIONS WITHIN THE URBAN AND BUILT ENVIRONMENT -  
INTERNATIONAL CONFERENCE, WORKSHOPS AND EVENTS

KEA Copenhagen School of Design and Technology  
Copenhagen, Denmark 13-19 May 2013

# WELCOME

## ECOWEEK IS THE CORE OF WHAT KEA IS, IS CAPABLE OF AND WANTS TO BE

For the first time, a Nordic educational institution is hosting Ecoweek. Ecoweek has become a significant part of KEA's transformation of knowledge. The project is exceptionally well-placed in relation to the core of KEA - Ecoweek's essence is KEA's essence.

Ecoweek facilitates the transformation of knowledge in the fields of design and construction, focusing on sustainability. This event's theme is 'New Nordic Living', which has a wide scope, covering gastronomy, architecture and design.

When we at KEA are involved with design and construction, we are taking on a serious responsibility - that of equipping the next generation that needs to be able to contribute to a sustainable development, as the industries are already facing challenges in terms of environment and society.

When Ecoweek - New Nordic Living kicks off, practical real-life problems will be combined with students' actual solutions, all based on research-based knowledge. By using these working methods, things can happen in the room here and now, which is a development dimension on which it is important to focus. It is here that innovation becomes reality, international meetings a matter of course, the dissemination of research being a collective point of departure and partnership agreements will have a professional and durable outset. This is what we at KEA call dissemination of knowledge.

I wish all participants a really great time!

Ingo Østerskov,  
Rector, KEA Copenhagen School of Design and Technology.



## DEAR FRIENDS, COLLEAGUES AND PARTICIPANTS

I want to thank KEA Copenhagen School of Design and Technology for initiating this conference and for organising the numerous workshops addressing issues of sustainability, community and economy in Copenhagen. I also want to thank the speakers and workshop leaders for joining Ecoweek – New Nordic Living in Copenhagen, thereby inspiring, teaching and training young professionals and students to think 'green' and design 'green'.

Each year we are faced with new challenges. The financial crisis is a mere hint of how our given perception of the world is subject to shifts and is barely worth a mention compared with how dramatic an impact climate change might have on our lives. We need to change our design paradigm. We need to focus more on people, communities and on the basic needs of living - in the broader sense, including the environment, ecosystems and biodiversity that support life on Earth - towards achieving beauty, health, happiness and sustainability. I truly look forward to the proposals that come out of the workshops.

I wish you all an enjoyable and educational Ecoweek - New Nordic Living!

I look forward to seeing you again at an upcoming Ecoweek in Istanbul, Krakow, Belgrade, London, Rome, Ljubljana, and elsewhere!

Elias Messinas,  
Architect and Environmental Consultant, Founding Chairman of Ecoweek.



A photograph of a modern building interior. The scene is dominated by a large glass wall that reflects the sky and surrounding buildings. In the foreground, a staircase with a dark metal railing leads up to the right. The floor is a light-colored, polished material. The overall atmosphere is bright and airy, with natural light streaming in from the windows.

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If people are to ACT in relation to climate change, they also need to be able to see those sustainable solutions. Ideally, it should be easy to do the right thing. It also helps if it is possible to save money while using resources effectively but we still need to make it smart, desirable and fashionable. This is where Ecoweek can make a difference.

Connie Hedegaard,  
European Commissioner for Climate Action

# ARTICLE

## ARCHITECTURE IN AN AGE OF SUSTAINABILITY

Buildings and towns affect the way we live our lives. Both individually and in terms of society, architecture is part of the shaping of our everyday lives and interactions with one another. New houses and spaces can therefore contribute to supporting existing ways of living or changes to them.

The last decade has offered renewed attention on sustainability in major segments of society and it has become normal practice in most of the construction industry. As an admission of the importance of architecture in our environment, we have also seen increased political and economic interest. It is central to this discussion that we understand sustainable environments in a varied perspective that is not just about our physical surroundings.

New Nordic architecture offers actual suggestions for how to accommodate the challenges we face. It is based on the concept that buildings and urban spaces are integrated parts of society and not merely isolated artistic projects. By reaching out into the world and integrating their transient complexity, in the best cases an architecture is created that is at once transformational and makes sense.

Let me illustrate an aspect of this using the following example. In the small Norwegian town of Vennesla, Helen & Hard have designed a new house of culture on the pedestrian street. The transparent façade of the building invites citizens inside to take part in the house of culture's activities. Openness and activities contribute in reverse to more life at street level, thereby contributing to security in the local area. The house of culture's foyer links the library with existing buildings on either side, which are used as meeting and teaching rooms. It is designed in such a way that the town's residents can meet informally and coincidentally, which provides a contribution in the long run to establishing mutual respect and tolerance.

This and other buildings illustrate how characteristics and qualities in the Nordic welfare society such as security and tolerance can be actualised and renewed via architecture. By generously creating social, technological and cultural sustainability, Nordic architecture will in future be able to play a role in the development of our society and provide an international role model.

Michael Asgaard Andersen,  
Associate Professor, Chalmers University of Technology, Co-Curator, "New Nordic"  
at Louisiana Museum.

# PROGRAMME

## MONDAY.....

### MORNING // OPENING EVENT

Throughout the opening event, Jesper Pagh, Architect MAA and Ph.D. fellow, will be acting as moderator. Pagh will make sure that the week gets off to a good start.

### WELCOME

Ingo Østerskov, Rector at KEA Copenhagen School of Design and Technology and Elias Messinas, Principal of ECOama and Founding Chairman of Ecoweek bid you welcome.

### SPEAKERS

Ayfer Baykal, Mayor, The Technical and Environmental Administration, Copenhagen, shares the vision for urban developments in Northwest.

Michael Asgaard Andersen, Architect MAA, Ph.D., lecturer at Chalmers University of Technology in Goteborg, Sweden and researcher within architectural history and theory will introduce us to the New Nordic Living theme.

Kristian Villadsen is associate Architect MAA at Gehl Architects where he focuses on capacity building, competition briefs, regeneration strategies for deprived areas, strategic planning frameworks and sustainable cities.

### PRACTICAL INFORMATION

Eva Valcke, Project Manager, Ecoweek - New Nordic Living.

### LUNCH

Lunch will be held in the workshop groups at approx. 1PM.

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TIME: 9AM - 1PM.

PLACE: Nørrebrohallen, Nørrebrogade 208, 2200 Copenhagen N.

### AFTERNOON // SITE VISITS

Each workshop group will go on site visits with their workshop leaders to view each respective workshop site in Northwest. Groups will be accompanied by a representative from the local committee, who will guide them round the area and answer case-related questions.

Workshops start at the end of the afternoon at KEA Copenhagen School of Design and Technology. Each group will be allocated a workshop room and the afternoon will be spent getting to know each other and the workshop leader.

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TIME: 2PM - 7PM.

PLACE: Workshop sites and KEA, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

### EVENING EVENT // FILM VIEWING

“The Human Scale”, Director Andreas Mol Dalsgaard

50 % of the world’s population lives in urban areas. By 2050 this will increase to 80%. Life in a megacity is both enchanting and problematic. Today we face peak oil, climate change, solitude and severe health issues due to our way of life. But what are the reasons for this? Danish architect and professor Jan Gehl has studied human behaviour in cities for 40 years. He has documented how modern cities repel human interaction, and argues that we can build cities in a way, that takes into account human needs for inclusion and intimacy.

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TIME: 8PM - 10PM.

PLACE: KEA, Maskinhallen, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

### TUESDAY.....

#### DESIGN WORKSHOPS // ECOWEEK – NEW NORDIC LIVING

The day is primarily dedicated to spending time on the individual design-workshops and site visits.

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TIME: Individually assigned by workshop leader.

PLACE: KEA, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

#### EVENING EVENT // SUSTAINABLE LEADERSHIP IN THE BUILDING SECTOR

Together with FLIBA, we have arranged an academic debate on sustainable leadership. FLIBA is a project which focuses on helping leaders within the construction industry to acquire the necessary leadership skills which allow for more productive and efficient enterprises. FLIBA aims to ensure higher standards for recruitment and development of future building and construction industry leaders and to provide education and facilities to allow current and future building and construction leaders to work more internationally.

Susse Georg from Aalborg University, will talk about Sustainable Leadership and Management.

Christen Sonnichsen from Albertslund Municipality, will talk about Strategic Sustainable Facilities Management.

Jesper Pagh is moderator and will also be speaking.

NB! Registration is necessary. Mail to trrs@kea.dk, stating FLIBA: SUSTAINABLE LEADERSHIP and name(s) of participant(s) in the subject field.

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TIME: 4.30PM - 8PM.

PLACE: The Library, Rentemestervej 76, 3. Sal, 2400 Copenhagen NW.

## WEDNESDAY.....

### DESIGN WORKSHOPS // ECOWEEK – NEW NORDIC LIVING

The day is primarily dedicated to spending time on the individual workshops.

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TIME: Individually assigned by workshop leader.

PLACE: KEA, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

### EVENING EVENT // CULTURE FUTURES CLUB

Culture Futures Clubs are open, inspirational cultural and social events facilitated by The Danish Cultural Institute for young people, students and creative professionals who are interested in the fields of culture and sustainability.

Peter Head, The Transition to An Ecological Age

Prof. Peter Head, is a global champion in urban integrated sustainable development.

As Executive Chair of Ecological Sequestration Trust, he is leading groundbreaking efforts to create large scale eco-demonstrators in Europe, India and China.

Collective, My Favorite Planet

My Favourite Planet unites great ideas and wonderful people who all share the passion for inspiring sustainable living. Get involved and co-create your visions, experience energetic talks and human interaction across sustainable innovation, music & arts.

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TIME: 6.30PM - 9PM.

PLACE: KEA, Maskinhallen, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

## THURSDAY.....

### DESIGN WORKSHOPS // ECOWEEK – NEW NORDIC LIVING

The day is primarily dedicated to spending time on the individual workshops.

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TIME: Individually assigned by workshop leader.

PLACE: KEA, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

### EVENING EVENT // IGNITE

Together with Ignite Denmark/CheChe, we have selected an interesting group of Danish and international researchers, who will talk about the aspect of sustainability that inspires them the most. These presentations are meant to "ignite" the audience on this subject, i.e. to generate awareness and to stimulate thought and action on the subjects presented. They will be the shortest, most entertaining and colourful lectures you have ever attended. Find the detailed programme and find out more about the ignite-concept by visiting Ignite's official website: [www.ignitedenmark.dk](http://www.ignitedenmark.dk)

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TIME: 6PM - 9PM.

PLACE: KEA, Maskinhallen, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

## FRIDAY.....

### DESIGN WORKSHOPS // ECOWEEK – NEW NORDIC LIVING

The day is primarily dedicated to spending time on the individual workshops.

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TIME: Individually assigned by workshop leader.

PLACE: KEA, Prinsesse Charlottes Gade 38, 2200 Copenhagen N.

### ALL DAY EVENT // NEW NORDIC MARKET

Sustainability, social environment and local products all-in-one! KEA students and locally-based manufacturers and shops sell and showcase their designs, crafts and products. You'll find everything from hand-sewn accessories, designed gadgets, innovative products, recycled fashion-forward clothing, to arts and crafts and organic snacks.

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TIME: 12PM - 6PM.

PLACE: The square in front of the Simeon Church, where Sjællandsgade meets Prinsesse Charlottes Gade, 2200 Copenhagen N. Just 300 metres from KEA.

### VISITORS

During Friday Danish Minister of Education, Morten Østergaard and European Commissioner for Climate Action, Connie Hedegaard, are visiting Ecoweek - New Nordic Living.

## SATURDAY.....

### PRESENTATION AND GRAND FINALE // ECOWEEK – NEW NORDIC LIVING

Participants present their design workshop solutions in various formats. Together, we will create an experience-based collage of visual, interactive, digital and spoken-word presentations.

### LECTURE

The two workshop leaders Daniel Pearl, founder of L'Ouef and a founding member of the board of Canada Green Building Council and Salvador Rueda, urban ecologist and founder of The Urban Ecology Agency of Barcelona, will give an inspiring speech.

### FEEDBACK

Marianna Lubanski, Director, Cluster Department at Copenhagen Clean Tech Cluster, Jesper Pagh, Architect MAA, editor and researcher at The Danish Architectural Press and Ph.D. fellow and Alex Heick, Chairman of the Local Committee Bispebjerg, will provide feedback on presentation and solutions.

## LUNCH

We will eat lunch at approx. 12.30. Finally, all participants will be awarded a personal diploma documenting their participation at Ecoweek – New Nordic Living.

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TIME: 9AM - 2PM.

PLACE: Nørrebrohallen, Nørrebrogade 208, 2200 Copenhagen N.

## EVENING EVENT // KEABRATION

Every year KEA hosts a party for students with a mix of the hottest current Danish DJs and artists in the form of KEAbration. Ecoweek participants are invited to join the party for free. You will all receive vouchers in your goodie bag. Vouchers should be traded for a real ticket at the Ecoweek - New Nordic Living office on the first floor at KEA, Prinsesse Charlottes Gade 38, by Wednesday 15 May.

More info: [www.facebook.com/KEABRATION](http://www.facebook.com/KEABRATION).

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TIME: 8PM - 4AM.

PLACE: KPH Volume, Enghavevej 80, 2450 Copenhagen SV.

## ALL WEEK LONG .....

### EVENINGS // SOCIAL HANG OUTS

On most evenings, it will be possible to have a drink with the other participants in Ecoweek - New Nordic Living at the student-run KEA Monkey Bar.

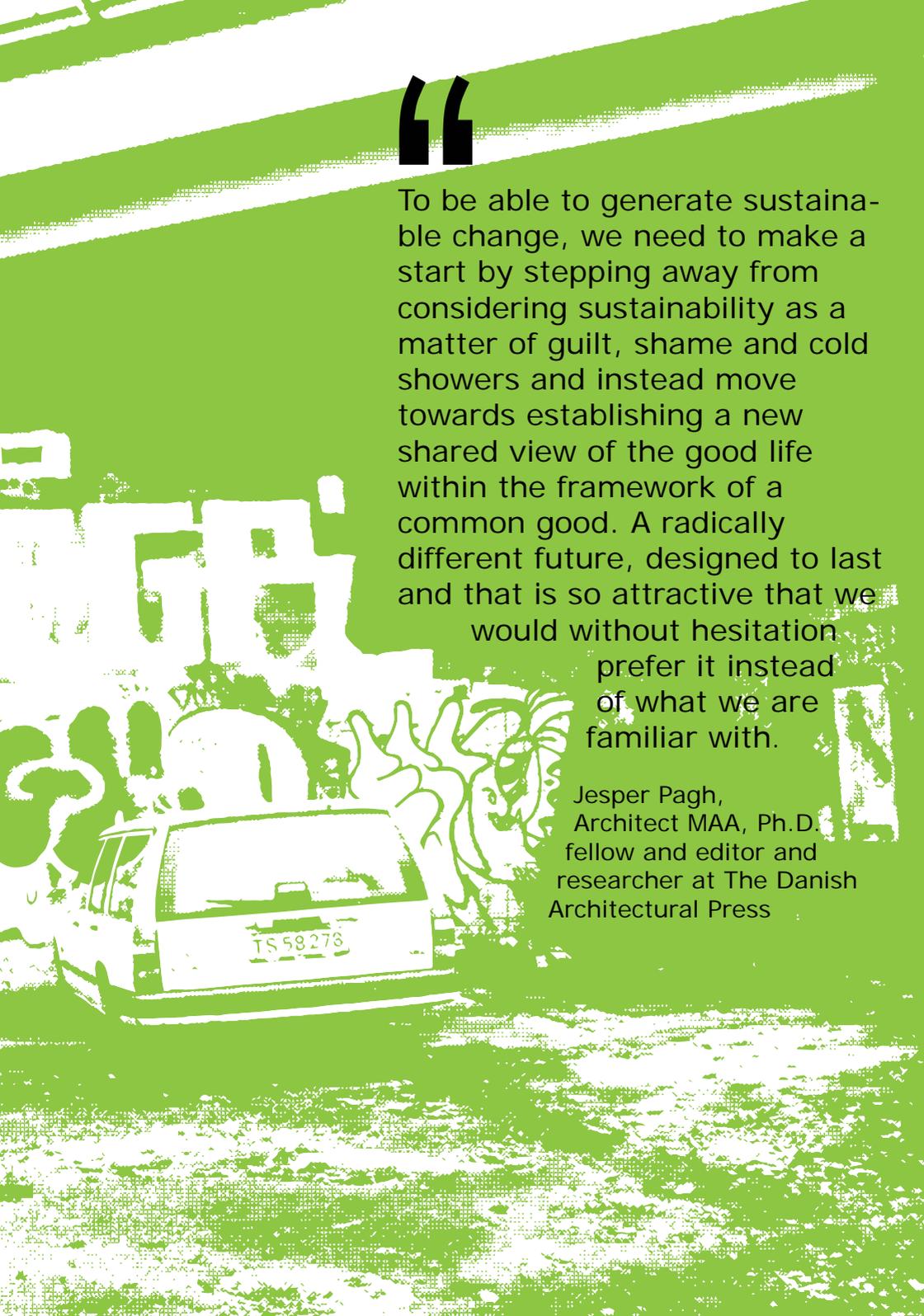
### EXHIBITION // FIRST HOTEL SKT. PETRI

Students in product design, LIVING, at PBA Design & Business at KEA have partnered with hotel chain FIRST Hotels in connection with Ecoweek - New Nordic Living. The challenge for the students is to develop creative design solutions that can be used in the hotel industry to achieve more sustainable development and operations. The result of the project will be exhibited at First Hotel Skt. Petri.

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TIME: All day.

PLACE: First Hotel Skt. Petri, Krystalgade 22, 1172, Copenhagen.



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To be able to generate sustainable change, we need to make a start by stepping away from considering sustainability as a matter of guilt, shame and cold showers and instead move towards establishing a new shared view of the good life within the framework of a common good. A radically different future, designed to last and that is so attractive that we would without hesitation prefer it instead of what we are familiar with.

Jesper Pagh,  
Architect MAA, Ph.D.  
fellow and editor and  
researcher at The Danish  
Architectural Press

# WORKSHOPS

The terms 'sustainable' and 'sustainability' are used to describe many different approaches towards changing our way of life so that we can maintain long-term social, economic and environmental development without over-exploiting our resources.

Sustainability does not (and should not) be limited to a single definition. However, one of the most commonly used definitions comes from the 1987 United Nations Brundtland Report, which defines it as a mode of development where, "Humanity has the ability to make development sustainable - to ensure that it meets the needs of the present without compromising the ability of future generations to meet their needs."

Sustainability is commonly defined using the three interconnected pillars of social or human sustainability, economic sustainability and environmental or natural sustainability. For Ecoweek - New Nordic living we stress that all three pillars should be taken seriously to ensure sustainability in the projects.

To balance and include resources from all three pillars, achieving or sustaining a living renewable community system should be at the core of the case based workshops at Ecoweek - New Nordic Living. Although our understanding of sustainability is holistic, the workshops have been divided up into four sustainability categories for this Ecoweek event. Each of the workshops will be based on one of these themes.

## THEME 1 // URBAN SUSTAINABILITY: LANDSCAPE DESIGN, URBAN GARDENING AND AGRICULTURE, CLIMATE ADAPTATION, INFRASTRUCTURE, TRAFFIC ETC.

With over 50% of the world's population living in cities and this percentage is set to increase over the next few decades, it is important to take a more sustainable approach to urban planning for implementation in cities. Under this heading you will be asked to consider many different aspects of urban life that need to function together, with a special focus on public spaces in the city and its adaptation towards more social and environmental sustainability.

### W 1.1 // Apartment House Bispeparken – Pathways

Address: Bispeparken, Frederiksborgvej, 2400 København NV.

### W 1.2 // Stærevej and Vestergårdsvej

Address: Stærevej and Vestergårdsvej.

### W 1.3 // Cancelled

### W 1.4 // Crossing main thoroughfares – pedestrian and bike traffic

Address: Fuglekvarteret.

### W 1.5 // Rentemestervej as a green zone

Address: Rentemestervej.

W 1.6 // Climate Change Adaptation in Lersøparken and nearby settlements

Address: The banks of the railway tracks to Lyngbyvejen, Emdrupvej, Tuborgvej and Tagensvej.

W 1.7 // Emdrup Søpark and surrounding areas

Address: Emdrup Søpark.

W 1.8 // Temporary projects of Glentehaven (Kite garden)

Address: Glentevej 2/Nordre Fasanvej.

W 1.9 // Sangergården – The Edible Garden 1

Address: Rørsangervej 31-47, Gransangervej 5-9, Tornsangervej 2-18, Mågevej 26-30.

W 1.10 // Recycling in public spaces

Address: Nordre Fasanvej 246-252

W 1.11 // Active gardens and urban farming: the design of a "Københavnerved"

Address: Various locations.

W 1.12 // Cancelled

THEME 2 // SOCIAL SUSTAINABILITY AND LOCAL EMPOWERMENT

Though often overlooked, social sustainability is one of the central pillars of sustainability and empowerment is about increasing people's ability to take control of their own life and to partake in society. The Northwest area of Copenhagen where the cases are is one of the most diverse areas of Copenhagen, socially, ethnically and culturally, and this should be taken into consideration. It is central to this theme that the people who live in the community should be involved in the case work as they are the people who, if the solution suits their needs, will benefit from and also maintain the improvements that are made to their local environment. With the social sustainability theme you will have to take into consideration the people that reside in the area and the impact your design will have on them. You will be asked to create designs, projects and solutions that will improve their quality of life and also for the future generations to come.

W 2.1 // Rooftop Farm on HKI

Address: Glentevej 67-69.

W 2.2 // New park in Emaljehaven

Address: Emaljehaven on Rentemestervej.

W 2.3 // Social and environmental Sustainable playground

Address: Around Degnestavnen.

W 2.4 // Cultivation Garden on top of Svanevej

Address: Svanevej 24.

W 2.5 // Cancelled

W 2.6 // Therapy Gardens for immigrant women

Address: Bispebjerg Bakke 6.

W 2.7 // Sangergården – The Edible Garden 3

Address: Rørsangervej 31-47, Gransangervej 5-9, Tornsangervej 2-18, Mågevej 26-30.

W 2.8 // Street Market

Address: Can be situated in various locations.

### THEME 3 // NEW BUILDING DESIGN – TOWARDS A ZERO EMISSION, ENERGY-AUTONOMOUS BUILDING

This theme will ask groups to look at carbon-neutral architecture and also bear in mind the local climate when designing new buildings. Maximise the use of natural renewable energy. Maximise the use of natural light to minimise the use of artificial light. Natural ventilation, minimise use of new resources and where possible use recycled materials from the local area.

W 3.1A // Bispebjerg Hospital, Covered bike sheds

Address: Bispebjerg Bakke 23, Indgang 20B, 2400 København NV.

W 3.1B // Bispebjerg Hospital, The construction site as a good neighbor

Address: Bispebjerg Bakke 23, Indgang 20B, 2400 København NV.

W 3.1C // Building a new car park (the car park as a welcome carport)

Address: Bispebjerg Hospital.

### THEME 4 // BUILDING RENOVATION – REDUCE, RE-USE AND REDESIGN

This theme is more restrictive because the buildings have already been constructed but it will require more innovative thinking to come up with solutions to the problems that already exist. You will have the same goals as those in theme 3 but more obstacles to work around.

W 4.1 // Apartment house Sangergården 1 and 2

Address: Mågevej 26-30, Rørsangervej 31, 41-47, Gransangervej 5 -9, Tornsangervej 2, 4, 14 -20, Rørsangervej 33-37, 2400 København NV.

W 4.2 // Fynshuse, apartments and surroundings

Address: Borups Allé 238-242, Vestergårdsvej 43-47, 36-38, Stærevej 51-73, Rørsangervej 75-91, 2400 København NV.

W 4.3 // Karen's house as a demonstration project for sustainable construction

Address: Bispebjerg Bakke 8.

W 4.4 // Climate Renovation and new uses of the culture house Bispebjerg Bakke  
Address: Bispebjerg Bakke 6.

W 4.5 // Cancelled

W 4.6 // Fuglekvarterets apartment buildings on Stærevej Greening and  
rainwater draining  
Address: Stærevej 30-36.

W 4.7 // Smedetoften 14, New function for worn down office building  
Address: Smedetoften 14.

GOOGLE MAP // WORKSHOP SITES .....  
<http://goo.gl/maps/g6CCj>





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# TOOLS, TASKS & TEMPLATES

The theme of the 'New Nordic Living' conference in Copenhagen is wide-ranging and real limitations can be difficult to outline. New Nordic cannot be characterised as a particular style. It is more about the attitudes and ideals, whereby community, transparency and democratic openness are prioritised, with people at the centre. Sustainability is indeed consistent with these ideals, especially from a holistic perspective where sustainability is considered socially, environmentally and economically.

## THE SITE

The Northwest is an area in Copenhagen, which is predominantly located in the south-western part of the district of Bispebjerg, and is one of the most culturally, socially and ethnically diverse neighbourhoods in Copenhagen. There is no official definition for the area, so there are no clear boundaries for the area, but the Northwest is often synonymous with the area covered by the postcode district 2400 Copenhagen NV. The area is characterised by old social housing and industrial buildings, which today find various applications - a unique blend of buildings, which provide good opportunities for active business and employment initiatives. Copenhagen Municipality has therefore decided, in close collaboration with local stakeholders, associations and local committees to give the southern part of the neighbourhood known as Fuglekvarteret (Birds quarter) an area lift. Renewal of the area means that over a 5 year period, work will focus on improving the physical, social and cultural environment in the area. It is partly based on the Area Renewal that Copenhagen Municipality and other stakeholders with links to the Northwest have provided 26 actual cases for Ecoweek's participants to delve into and hopefully produce qualified solutions that the city can work with once Ecoweek - New Nordic Living is over.

## TEAMWORK

Over a few short days of brainstorming, discussion and expert consultation, workshop teams are to create a broad range of ideas around the themes of Ecoweek - New Nordic Living. The concept for New Nordic Living is inspired by the methods used for charrettes - an intensive, collaborative process, typically assembling multiple disciplines together to brainstorm ideas for achieving a goal. Ecoweek - New Nordic Living thus brings together participants from many professional and cultural backgrounds, community members and professionals to develop innovative sustainable solutions for complex issues. Central to working with a process such as the charrette, is that architects, designers, urban planners, municipalities etc., are brought together, thus being able to develop feasible solutions that meet everyone's needs.

## WORKSHOP LEADERS

It is the workshop leaders' role to facilitate the process, thus keep the process running smoothly, making sure everyone's voice is heard, that everyone on the team is participating effectively and that the group is meeting target deliverables throughout the week. The workshop leaders will identify tasks needed in order to fulfil the design goal.

## CLIENT, SITE & STAKEHOLDERS

Involvement of users and stakeholders in general is a crucial part of working with the given themes under Ecoweek – New Nordic Living. When users and stakeholders are closely involved in the problem-solving process, the results tend to meet community objectives comprehensively. Each workshop has assigned local stakeholders, who can be of use during the process. Furthermore, members of staff will be assisting you in providing you with more detailed information about the site in question or providing you with tips on where to locate valuable information about site, stakeholders and users. Nevertheless the best way to gain information is to observe and get involved.

## DESIGN PROCESS

Lively dialogue is a hallmark in the design process. As the team works together through the day, participants should share their many ideas and voice opinions, brainstorm ideas, identifying barriers and challenges, along with potential solutions. By working together, the attendees have participated in the creation of a shared project vision. By spending intensive, focused time creating a vision and action plan for a sustainable design product or concept the project gets off to a productive start.

## COMMUNICATION & PRESENTATION

A great communication strategy is just as important as the design product itself. Therefore consider what and how you will tell and present your story during the design development phase. A good narrative structure for presentation is key to the communication strategy. Consult the presentation or production requirements (templates) but don't be afraid to reorganise them to create a narrative about your project. But prepare and rehearse.

## TECHNIQUES & METHODS

Innovative solutions are created by combining technology with professional insight into human behaviour and consumption patterns. Whether you are a designer, an architect, an electrician or something else altogether, at the end of each product / concept you have a user. User-centric design means that in your capacity of designer, architect, engineer etc., not only are you creating solutions for users, but also in cooperation with them. Do not just focus on form but also on how the solutions are to be used, maintained, etc. Especially in the development of sustainable designs and processes, it is important to use a holistic approach and design process, to integrate the entire value chain.

Academic depth and innovative ideas are ensured by interdisciplinary work processes and sound methodology. Thorough analysis and user involvement and observation enable you to target even complex design solutions.

## AROUND THE TABLE

The first step in a good design process is to know each other's skills in the group. A simple method called 'Who's around the table' provides insight into each other's differences and understanding of how each of you can contribute to the work, by

introducing yourselves to each other both professionally and personally. The time spent getting to know each other will be repaid tenfold further on in the process, as it develops greater confidence and understanding within the work group.

### FIELDWORK

A field study is about recording raw data - in situ at a location or in an area relevant to the study. Collection of data is done by using a variety of methods, such as notes, interviews, photos and video. By using a field study a better understanding is gained of people in their context, both socially and as sense-making (cultural) beings. Studies of situational practices provide insight into how existing designs work; how functions can be optimised and insight into how the new design can work. And remember, the starting point for each field study is wondering. Keep your eyes and ears open. Sometimes you discover something that nobody expected. The unexpected is often where the greatest benefit lies.

### QUICK & DIRTY

There is no time in smaller projects to undertake long field studies in which a thorough knowledge of the users is acquired. Using quick and dirty methods such as helicopter anthropology, ethno raids, rapid ethnography, etc. may be helpful. Common to all methods is that four notions are to be considered: look, learn, ask and test! Remember that fieldwork involves collection of raw data by the Explorer. This means that you should not conclude anything at this point. Neither must you start your analysis at this point. When you are in the field you note information, and investigate the behaviour and life of the people/users related to your site. Describe the field and the environment. Record conversations. This liberates you from much note-taking and gives you a chance to relive the experience (Make sure you clarify your rights to use recordings as a part of your research with informants). Take pictures to document your experience and findings (Make sure you clarify your rights to use the pictures as a part of your research with informants).

### HOME AGAIN

Processing of data should ensure that we acquire an overview impression - systematise - analyse - interpret-hold up against the starting point. This work is time-consuming and takes at least as long as you have used in the field. While in the field you are looking to make sense of it is there, right now, it is the designer's role to transform what is already there into something new, in the future. The purpose of a field study for the designer is to transform knowledge from the field into form!

### FINAL PRESENTATION MAY 18

The grand finale on Saturday the 18th of May is a celebration of the work done during the week by all the workshop groups.

We have prepared a day where you will show off your abilities as sustainable urban designers and as communicators using three different formats: Talk, posters and multimedia.

## TALK

The talk is inspired by Ignite, and will allow your group to hold a short, straight to the point lecture, assisted by a number of slides of your design solution. The goal is to tell an inspiring and informative story in a very short time, which will challenge your communication skills. To optimise your talk, presenters will be prepared during the week by professionals from CheChe, who organise Ignite in Denmark. The presentations will be filmed to be put online for later viewing.

## POSTERS

Posters are visual presentations of your design solution that will challenge your workshop group's visual artistic skills and your textual communicative abilities in a combined effort to tell as visual spectacular, coherent and effective a story or message as possible. Posters will have a pre-defined template to follow.

## MULTIMEDIA

The use of multimedia lets your group work intensively on one or several digital platforms, making digital posters, renderings from your computer programs, videos, texts, presentation formats, combined formats or even physical models or prototypes etc. This is a very open way of presenting your urban design solutions, which not only challenges your group's skills in one or several of the formats, but also your group's ability to choose the best suitable format(s) for showing off your solution.

## HOW TO PRESENT

Early in Ecoweek - New Nordic Living your workshop group will have to commit to how you are going to present your solution. CheChe will be able to give you advice on how to present your workshop solution. Not everybody can present in the same way, so maybe some workshop groups will have to present in another way than their first wish.

## FEEDBACK

At the final show, feedback will be given to workshops from external judges who are experts or represent the municipality or the local stakeholders involved, to give both a fair professional judgement and an idea about the implementability of the solutions – and the way they have been communicated. Additionally some of the solutions will be chosen to be put on public display.

## ADDITIONAL DELIVERABLES

During the week you will get through plenty of field notes, sketches, ideas, texts, renderings and so on – and much of it will not be part of the final solution or concept. To gain insights into each workshop group's work, research, and design flows as well as your overall reflections, each workshop should deliver a one page synopsis before the end of the week. Furthermore you will be required to hand over a minimum of 5 visual high resolution images, renderings, sketches, photos or others which will be used for public display and documentation. You will receive templates and further information from workshop leaders and staff.

# NOTES, DRAWINGS AND DOODLES



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# NOTES, DRAWINGS AND DOODLES

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# NOTES, DRAWINGS AND DOODLES



# CREDITS & THANKS

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Copenhagen Cleantech Cluster  
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Copenhagen Municipality's Child and Youth Administration  
Copenhagen Municipality's Cleansing Department  
Copenhagen Municipality's Get Copenhagen Going  
Copenhagen Municipality's Technical and Environmental Administration  
Copenhagen Properties  
Culture Futures  
FAKTI - The Union of Women Towards Integration  
FLIBA - Future leaders in construction and works  
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**SAMMEN  
OM BYEN**

**KØBENHAVNS KOMMUNE**  
Teknik- og Miljøforvaltninger



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LEARNING TO LEAD



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**Interreg IV A**  
ØST-SJØEN - KATTEGAT - SØGEMRÅDET



*a world you like  
with a climate you like*

# CONTACTS

All workshops will be facilitated at KEA Copenhagen School of Design and Technology, Prinsesse Charlottes Gade 38, 2200 Copenhagen

Ecoweek - New Nordic Living administrative office is located in building A, Floor 1, room UA 106.

Members of staff will be available throughout Ecoweek – New Nordic Living and answer any questions you might have concerning content and organisation.

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