

# M I D J O R D

ACTIVATING  
A SOCIALLY  
MARGINALISED  
NEIGHBOURHOOD

# M I D J O R D

A C T I V A T I N G

A S O C I A L L Y

M A R G I N A L I S E D

N E I G H B O U R H O O D

MASTER THESIS - SPRING 2016

Ida Tesaker Belland, Katrine Dam Henriksen & Steffan Vangsted Frandsen

MSc04 - URB 3

Urban Design

Department of Architecture, Design & Media Technology  
Aalborg University





T I T L E

M I D J O R D

*Activating a socially marginalised neighbourhood*

PROJECT REPORT

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## A B S T R A C T

This thesis deals with the development of the socially marginalised neighbourhood Midjord, in Stavanger, Norway. A municipal investigation has shown an accumulation of people with low living conditions in the neighbourhood. Therefore the municipality has initiated the project 'Levekårsløft Storhaug', in order to investigate the circumstances further and on the basis of this, enhance the resident's living conditions.

The thesis takes part in this on-going municipal process. With an experimental approach in mind it seeks to unveil the effect of different methods within participatory processes through a 1:1 experiment, implemented at the site. The experiment is based on site analysis and relevant theory. These theories discuss how the frames can be set for social interactions to occur and further strengthen local cooperation and relationships.

Using the experience gained through working with the 1:1 experiment, theoretical studies and case studies of similar projects, this thesis will devise a flexible development strategy. This strategy describes different tools, and how these can be implemented at Midjord. Furthermore, it addresses the different actors necessary in such development process and the relation between them. The strategy aims to activate the socially marginalised area, by empowering residents to take action and responsibility in their neighbourhood as a step in the overall process of enhancing the living conditions at Midjord.





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# I N T R O D U C T I O N

This thesis takes point of departure in developing the socially marginalised neighbourhood Midjord in Stavanger, Norway. It takes part in the on-going project 'Levekårsløft Storhaug' facilitated by Stavanger municipality in collaboration with the local firm LÉVA Urban Design. The project deals with enhancing living conditions in selected neighbourhoods within the district of Storhaug, among these are Midjord.

Stavanger municipality has every second year since 2004 published the report 'Levekår i Stavanger'. This report describes the living conditions in different zones of the city based on quantitative data, from this it aims to capture areas with increased prospects of accumulating people with reduced living conditions. Based on this publication the municipality has initiated the aforementioned project 'Levekårsløft Storhaug'. (See appendix p.96)

'Levekårsløft Storhaug' states that the determination of good living conditions cannot only be based on the quantitative data in which the report is build upon. Each person is influenced by his or her state in life. This includes physical as well as social requisites in life. The purpose of 'Levekårsløft Storhaug' is therefore to collect qualitative data to provide a more comprehensive picture of the living conditions, and use this data to produce a plan for the future development. In order to increase the living conditions at Midjord, an including process based on qualitative methods is initiated, with the aim of reaching as wide as possible.

'Levekår i Stavanger' shows the diverse spectrum of residents living at Midjord. (Stavanger Kommune, 2014) Among these is a large concentration of residents living in social housing. The clash between different social groups often results in disagreement, friction and bad reputation for the neighbourhood. This generates a reduction of the living conditions.

By incorporating the neighbourhood's residents and actors in the process, it is anticipated to create an environment, where residents and visitors feel safe and belonging. This thesis focuses on devising a development strategy for Midjord. A 1:1 experiment is used to try out theory in practice and examine the efficiency of different methods within the field of participatory processes. Thereupon the experiment will provide the empirical foundation for further planning of the development strategy. In order to exam and develop the area, different tools such as temporary initiatives, events, local workshops, permanent additions and municipal objectives are all implemented in the process. Additionally, one of the most distinctive municipal visions is the desire to enhance green mobility. This is seen as a theme, which would be beneficial to incorporate in the process of enhancing the living conditions in Midjord.



III. 2 Norway with the major cities is designated. Stavanger is located on the south-western coast, where the following cutout shows Storhaug.

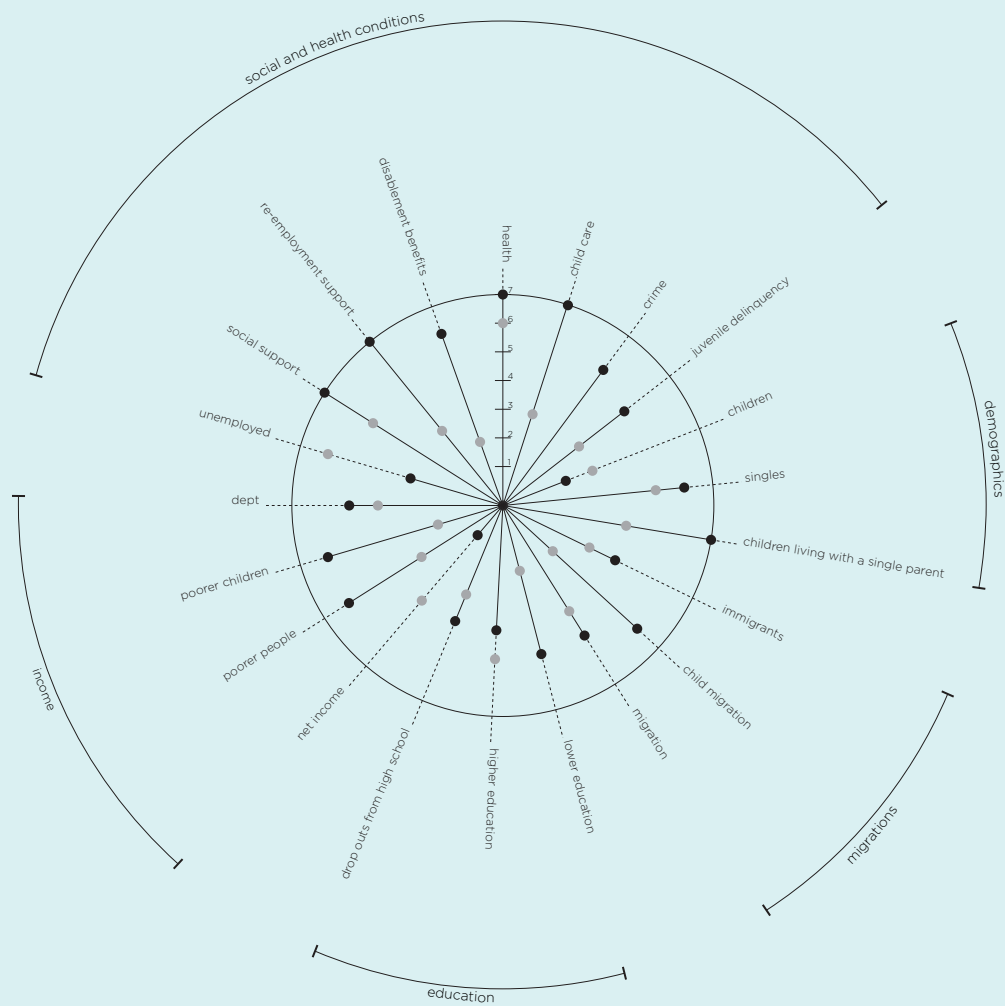


## T H E M E

Socially marginalised neighbourhoods and residents with reduced living conditions are challenges most cities experience to various extents. The Scandinavian countries are known as some of the most equal societies in the world. In spite of this, there are still big differences in the living conditions between each individual, and the inequality increases. The physical distance is not always emerging, sometimes people living side by side, deals with very different conditions of living. This is how the project site, Midjord appears.

The investigation of the living conditions 'Levekår i Stavanger' has been compiled based on 5 different factors; social and health conditions, demographics, migration, education and income. These different factors contains 21 indicators in total, and by investigating these, the living conditions in different zones within Stavanger municipality have been established. The illustration on the right presents Midjord compared to the surrounding area. Based on this, a process of improving the living conditions in part of Storhaug, including Midjord has been initiated.

In a Norwegian context, Midjord is characterised by its high density of social housing and residents on social security living side by side with affluent families. This constitutes an interesting and challenging clash between people with entirely different conditions in life. The density of social housing and rehabilitation apartments makes Midjord one of the areas with the lowest average score in the municipality's living conditions investigation. Midjord deals with a bad reputation due to crime related activity connected to the social housing, while worn out physical settings tells the story of a neighbourhood where people do not feel responsible, belonging or safe. To a certain extend one can argue that the experience of the living conditions depends on each perspective, personal and social aspects has an impact.



III.3 The diagram illustrates the result from the report 'Levekår i Stavanger'. Midjord is compared to its contiguous neighbourhood on a scale from 1 to 7, where 7 is defined as the highest.

## V I S I O N

*The aim of this thesis is to investigate how to activate socially marginalised neighbourhoods. By trying out theory in practice through a 1:1 experiment, an empirical foundation shall found the basis for devising a development strategy for Midjord. The strategy will focus on a participatory process designed to mobilise local resources and empower residents to be part of their own neighbourhood's development.*

# M E T H O D

This thesis is done at Aalborg University within the field of Urban Design, at the department of Architecture, Design and Media Technology. The process of this thesis is based on the working model for Problem-Based Learning (PBL), while the development of the project has its origin in the Integrated Design Process (IDP). PBL is a method focusing on problems as the basis of learning. The model is beneficial while used in teamwork, and combines problem orientation with participant management. The extend for PBL is wide, and process can be implemented in different ways. This means that not only one but many methods can be connected to the course. In PBL the problem constitutes an existing challenge in a complex context. (Andersen and Larsen, 2004). This thesis takes origin in the problem of activating a socially marginalised neighbourhood in order to create better living conditions.

The purpose of IDP is to combine artistic skills with knowledge within engineering to attain an optimized result. IDP consists of five phases: The problem phase, the analytical phase, the sketching phase, the synthesis phase and the presentation phase (Knudstrup, 2005).

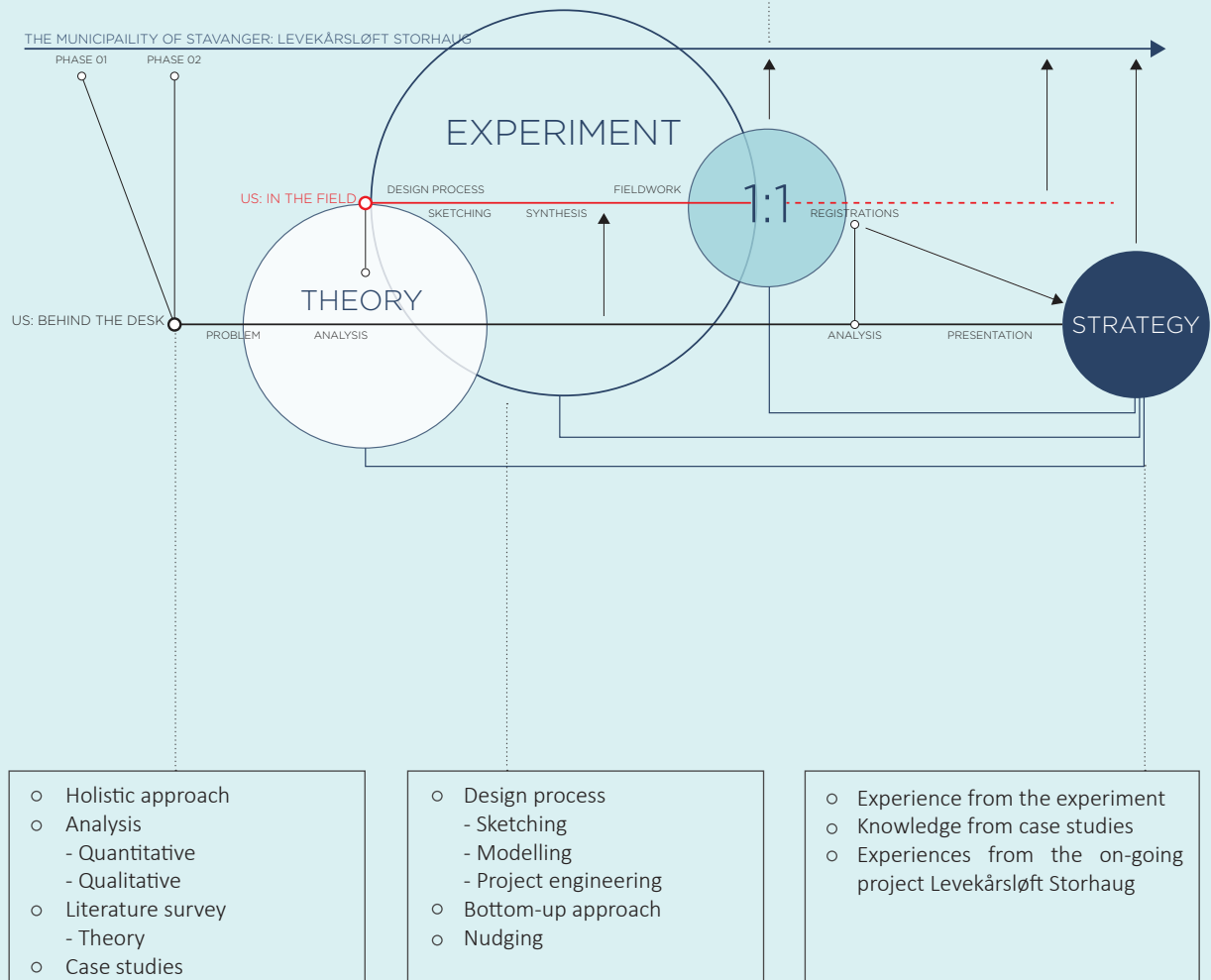
The method of this thesis is illustrated to the right. The preparation is divided into two main approaches, respectively work done behind the desk (black line), and fieldwork at project site (red line). The two processes run parallel while feeding from one another. The deskwork constitutes the foundation, in which the practical fieldwork takes its origin. The underlying process consists of a problem phase where a problem is discovered and the field and basic ideas of the project are developed. Moreover, an analytical phase exams and analyses the conditions. This leads to insight in physical and sensuous aspects of both the site and the problem in preparation for covering the needs and potentials of the area. The analysis creates together with a theoretical literature survey the foundation for the experimental fieldwork.

The fieldwork consists of an intensive concept development and design process, followed by the practical process of project engineering. By the use of fieldwork an experiment tries out theory in practice in 1:1. While the knowledge obtained through the underlying process acts as the foundation for the fieldwork, the experience of the practical process provides the further progress. The outcome of the fieldwork is evaluated and reflected upon in order to use this knowledge in the preparation of a development strategy. A further description of methods practised in the fieldwork process is to be found in the attached Experiment Report.

Entering the on-going project 'Levekårsløft Storhaug' (blue line), creates the opportunity to implement competences as urban designers in an actual situation. It is of profitable value to try out theory in practice, in order to reach understanding within the various factors impacting the result of a proposal. These factors are not always predictable while working behind the desk. Furthermore, the practical approach is expected to profit the process with a realistic perspective. Both in the understanding of time, work hours, use of resources and economically. Fieldwork at project site is expected to give knowledge and experiences, but at the same time constitutes a challenge.

The experiment uses a temporary initiative, in order to investigate how to motivate people to participate. Using temporary design allows being playful in order to achieve reactions and impacting the development in a short matter of time. Temporary initiatives are useful while investigating the needs and potentials of an area. Furthermore, nudging is used to both inform and involve the users of the site about the process. (See Experiment Report)

The data from 'Levekårsløft Storhaug' is mainly qualitative. The analytical phase of the project combines qualitative and quantitative research methods. Combining qualitative and quantitative data ensures an understanding of the whole picture. While a quantitative approach tells what, when and where the qualitative method creates an understanding of why and how (aiuniv.edu, 2016). In order to fully understand a site, it is essential to understand the different interest and thereby the actors. Qualitative research gives through personal interviews and phenomenological observation an understanding of the sense of place and insight to different perspectives. By applying quantitative research covering statistic and mapping the analytical approach provides a holistic mind-set.







T H E   S I T E

## S T A V A N G E R

Stavanger is the 4th largest city in Norway, and located in the western part of the country. Stavanger is characterised by being an industrial city, which has through the year's influenced the city's development. (snl.no, 2016a) The expression of the city is contrasted; the scenery of spectacular nature constitutes aesthetic pictures in the streets, while small wooden houses side by side with enormous concrete constructions, dramatically challenges the understanding of scale. The streets of Stavanger tell the story of a city with a turbulent history of changes, still undergoing drastic transformation.

The canning industry has had a major impact on the wealth and growth of Stavanger. Today there are still many traces of the industry. This is especially represented in the eastern part of the city, which is dominated by former and still on-going production. During the 1950s the canning industry was outmatched by the rising oil business. The oil industry has since the 1960s formed the basis of the city's development. Since then Stavanger has been known as the oil capital for Norway. (snl.no, 2016b)

Currently Stavanger is facing a financial crisis. The oil industry constitutes an essential brick in the fundament for the city's economy. A downswing in the oil market results in an increasing number of unemployed, businesses closing down and a stagnant real estate market. Due to the current situation, the municipality is forced to rethink the profile of the city, with focus on culture and knowledge. A new plan for the development of the city centre, presented in March this year, suggests an expansion of the inner city border. Further the plan introduces denser living and focus on green mobility. (Stavanger Kommune, 2016)

*Stavanger east characterised by a though industrial expansion  
and old wooden houses, surrounded by mountains and water.*



## M I D J O R D

The project site is chosen based on the report 'Levekår i Stavanger'. The report constitutes part of the foundation for the municipal planning and prioritisation, with the aim to enhance the situations of the most challenged areas. According to the report the district Storhaug scores relative low (see Ill. 3) , and is therefore an interesting place to take point of departure.

Midjord is an area in the district Storhaug. It is defined as the land surrounding Midjord football field, which were established in 1913. The name of the area originates from a former farm located at the site. In the start of the 20th century a large part of the land was bought by Stavanger municipality. Seventeen wooden houses were build centred around four larger brick houses shaping a courtyard like space. The houses owned by the municipality facilitates social housing for people that for various reasons are unable to provide for themselves. Furthermore, a number of the apartments are indented for rehabilitation.

The residential area is dominated by families in different stages of life, extending from elderly to young career starters. The social houses are home for all from society's most vulnerable, immigrants, families to single parents and elderly. In addition, the sports facilities of the area and the community house generate a centre of activity not only in the near context but for all of Storhaug.

The main problem in the area concerns the concentration of social housing. Especially the rehabilitation generates crime related activities, which create an unsafe sense of place. Otherwise the district contains many qualities such as large recreational areas, schools, sports communities and more. On the following pages analysis are conducted in order to combine quantitative data with qualitative methods to understand how it is to live at Midjord, and further to identify the essence of the problems and discover the site potentials.





III. 6 Midjord football field attracts many people during the week. The sportsfield includes large gravel areas in addition to the football field itself.



III. 7 The community house is the only of its kind in Storhaug. It has the entrance to the left, and own playgrounds out front. The football field are located behind the house.



III. 8 The brick house facilitates social and rehabilitation apartments. The wooden houses in the background are private owned with private gardens.

## P H Y S I C A L   S E T T I N G S

Midjord appears at first sight as a homogeneous neighbourhood based on its typology, with wooden houses and private gardens. Even though, the neighbourhood is very diverse and has a unique composition of both residents and functions. To understand the current situation at Midjord it is important to consider the physical requisite of the area. This is mainly done through objective mappings of functions in the area, supplemented with personal observations from a perceptual point of view. This establishes problems and potentials in the area, and give an idea of where and how it could be interesting to do an intervention.

## P R O G R A M M I N G

Midjord (Ill. 10) contains a set of functions unique for Storhaug. One of them is the local football club Brodd, which over its last 100 years of existence, has build a well-established organisation consisting of outdoor football facilities as well as the addition of an indoor sports arena in recent years. The football club has a major effect on the flow to and from the area, and it is usually what the majority of the city associates with Midjord.

Next to the football club are Midjord Community House, where local residents can attend different events, and rent premises for private parties. Many local residents, immigrants and organisations use the community house. The question is if the organisation reaches wide enough, if people knows about the arrangements, or if it is in need of new ways of branding its opportunities. The southern part of Storhaug provides a large recreational area called Godalen, here people can enjoy nature and go for a walk with beautiful views of mountains in the horizon, as well as the many boats lying of the quay.

These functions makes Midjord a weekly destination for many, and especially people from Storhaug. The importance and amount of supporters these functions experience makes them very influential in the discussion of how Midjord should develop and how problems should be solved.

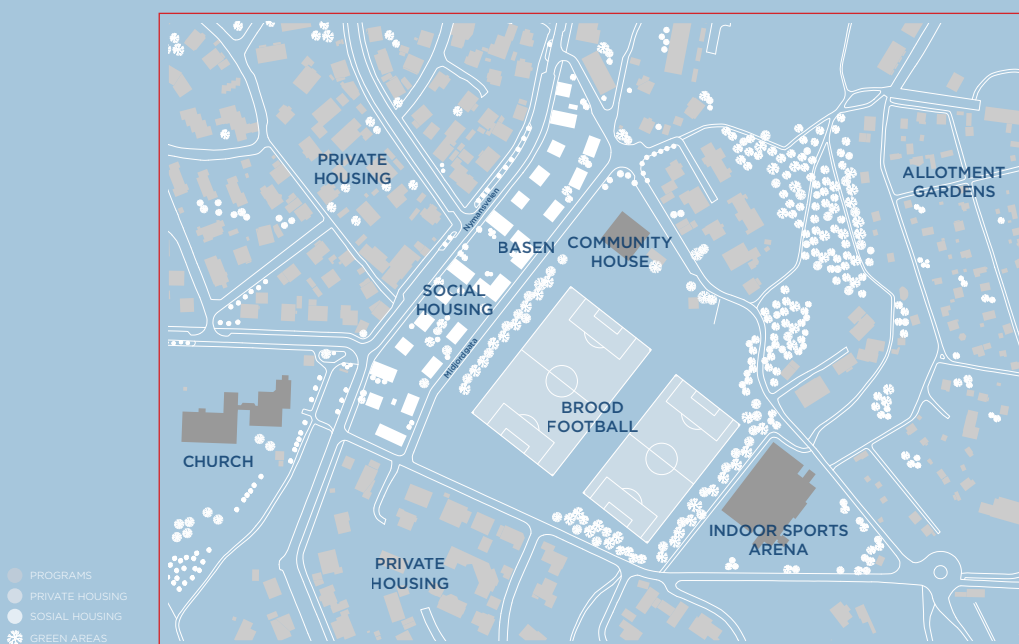
‘Basen’ is a pilot project, facilitated by the department of rehabilitation, Stavanger municipality. The aim is to tone down the disquiet in the area mainly focusing on the rehabilitation apartments. Basen is located in the social housing, where a social worker is present during the weekdays. The initiative is intended to provide a public place, where residents and local users are welcome to step by for a chat, a cup of coffee, or to ask for help with both personal issues, as well as things concerning the neighbourhood. The intention of Basen is positive. It has a unique value in relation to enhancing the living conditions of Midjord. Anyhow, fieldwork at site reveals that the pilot project does not fulfil its potential. The location itself appears invisible, due to the lack of signs and the way it blends in with the social houses as an apartment. It has the potential of functioning as a decentralisation of municipal functions.

Different municipal departments are active in the neighbourhood. All are interested in a positive development of the area, but missing links in the cooperation results in inefficient use of resources, and in worst case the departments opposing each other. The two following pages is an overview of the main functions, describing the initial intention and conclusion of the reality.





III. 9 The map shows Storhaug, and the location of different functions, such as public offers and culture, convenience stores, green and recreational area, education and sports facilities.



III. 10 The cutout points out the functions and different housing types in Midjord. Scale 1:5000

## B R O D D



D E S C R I B T I O N	A football club
L O C A T I O N	Located in the centre of Midjord.
I N T E N T I O N	A meeting place for people in all ages with a common interest for sports. The only sport fields in all of Storhaug.
C O N C L U S I O N	Facilities that gathers many people. It works well independently, but it could benefit Midjord further by collaborating more with the surrounding functions.

## C O M M U N I T Y H O U S E



D E S C R I B T I O N	A public house for all sorts of activities intended for the people living in Storhaug.
L O C A T I O N	Located in relation to the football field.
I N T E N T I O N	To gather a wide amount of people across different social groups, both locals from Midjord but also residents from other neighbourhoods within Storhaug
C O N C L U S I O N	The facilities are well used, but by a certain network. It is frequently rented out to private events. Therefore it appears more as a private community than a welcoming place for all kinds of people.

## B A S E N



**D E S C R I B T I O N** A pilot project implemented by the municipality, where two municipal workers are situated in order to be visible in the area and tone down the disquiet around the rehabilitation apartments.

**L O C A T I O N** An apartment located at the corner of the social housing.

**I N T E N T I O N** A public space that is disposal for the residents of the area, and able to help out with all from practical stuff to arranging activities.

**C O N C L U S I O N** The intention of Basen is interesting and good, but the great potential is unexploited. The expression appears closed and private, which leads to a low rate of visitors. It fails the intention of being an open and informal meeting place.

## G O D A L E N



**D E S C R I B T I O N** A large recreational area with paths and beaches.

**L O C A T I O N** Along the coast of Storhaug.

**I N T E N T I O N** A place where people can enjoy nature nearby the city, and take a short breather from their everyday life. It constitutes the frames for different outdoor activities.

**C O N C L U S I O N** A well visited area used by people from all of Stavanger. The area is a great quality for the city and especially Midjord.

## P U B L I C M E E T I N G P L A C E S

The previous analysis presents the main functions of Midjord. It shows the intention of the functions, and how they work in reality. It is further interesting to take a look at the potential meeting places emerging in the neighbourhood. The traditional understanding of a public meeting place is a square or spot furnished with benches and maybe a bit of greenery. Though, a meeting place can be of different character both formal and informal. The essential is that the place affords meetings and interactions between friends as well as strangers. The analysis maps and investigates the intended meeting places at Midjord and in the near context. This is done in order to reach an understanding within what they afford and how they are used. The use of public spaces is affected by the design and context and might therefore cause certain behaviour. (Augustsen, 2014)

*The ones who experience ownership to an urban space, is often the one using it regularly. For that to happen, someone has to find the space likeable. If many people shall visit a space, the majority has to find the space likeable.*

(Augustsen, 2014, p.16. Own translation)

As designer in a city develop perspective, one has power over the physical factors, but in order to activate a certain behavioural change, one must accommodate the majority because the ownership is a central aspect. (Augustsen, 2014)

When aiming to activate a neighbourhood it is important to understand how and why people act the way they do. Creating ownership is an essential part while creating an area in which the residents feel safe and belonging. Meeting places affording a wide spred in activities the thereby different people is for great importance.

As it appears form the illustration Midjord is not in lack of intentional meeting places. There are several spots situated in-between the houses and along the sidewalks. They all vary in conditions and use. Among these are a couple playgrounds and small pockets parks. What characterise these is a mono functional program inviting one specific target group. Furthermore, many suffer from a worn down expression. Even though Midjord contain several public meeting places, there is a need for a place welcoming the diversity of the neighbourhood and setting the scene for people to interact across social segment.





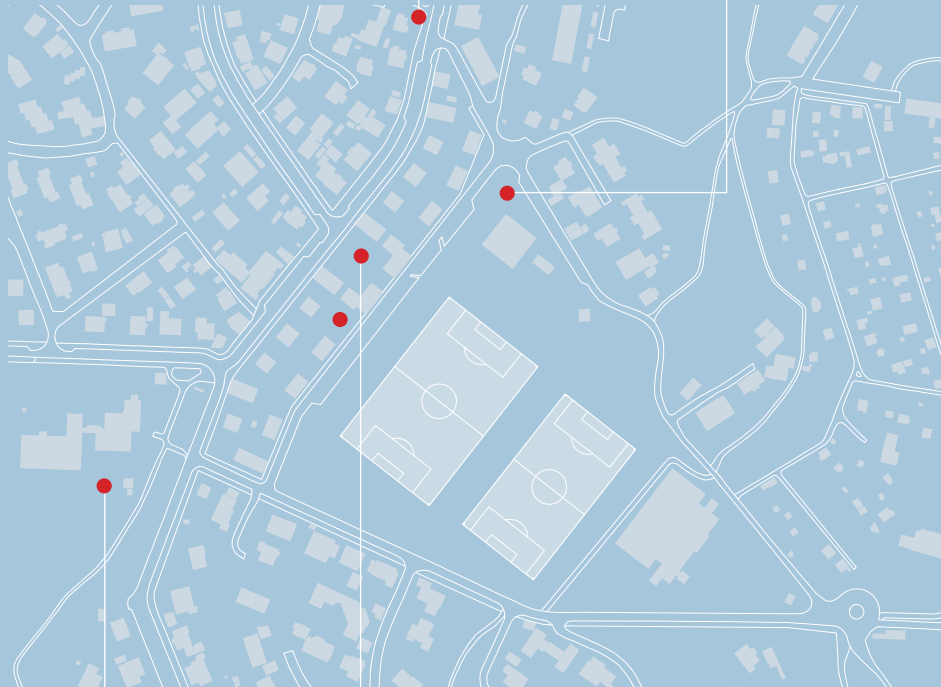
III. 15

One of several green pockets between the private houses. Many of these spaces has a playground in relation to them, which are mainly good maintained. These have the potential to attract families with children.



III. 16

Playground in connection to the community house, it is well kept and framed by fences, so children can play freely. Despite the mono functional design, this playground is being used by many.



III. 17



III. 18

The park in connection to the church has paths and open lawns. It is well maintained and gives space for informal meetings between residents passing by.



III. 19

The yard in the centre of the social housing consists of different spots with grass and asphalt. The settings appear due to the lack of maintenance worn down and is only used as transit zone between Nymansveien and Midjordgata.



III. 20

The yard has clearly had an intention of providing a place for people to meet and stay but the furniture situated there are either broken or filthy.

## V O I D S

When examining problems and potentials at Midjord, a study of present areas and their use becomes vital. The area around Midjordgata contains a large amount of voids (Ill. 21-22, 26). These voids do for various reasons appear as leftover spaces belonging to no one. The area holds in general two types of these leftover spaces. First those that are simply empty unplanned spaces in-between the programmed. At Midjord these are generally shown in areas where wild thicket is collecting garbage and creating barriers (Ill. 25), or as open spaces just waiting for something to happen (Ill. 26). Due to the shape of the landscape some of these left over spaces are difficult to access and work with.

On the other hand, there are fully programmed spaces, which anyhow doesn't seem to work as intended (Ill. 21-22). Therefore they appear as worn down areas, failed to fulfil the intention.

## B A R R I E R S

Many of the voids in the area have become barriers, which has resulted in a significant division between the functions (Ill. 24). The football club is furthermore encircled with a fence; this creates an isolated area, and a place where you do not feel welcome unless you are part of the club. The community house likewise seems introverted, with only one entrance and an expression that screams closed for people coming from the outside. Furthermore it is an area with a hilly terrain that naturally creates barriers.

By observing and counting vehicles it has been established, that between two and three hours a day, Midjordgata is home for traffic related chaos due to members of the football club coming to practice (Ill. 23). This results in the street being occupied by cars everywhere to the annoyance of the residents. The large amount of cars creates a solid barrier, and shatter the opportunity of any other activity happening.

The functions located in Midjord could be more open and visible to its nearby surroundings. There are several voids that act as barriers for interactions between different social groups. This division results in ignorance and the feeling of being unsafe, leading to worse living conditions. The neighbourhood is in need of rethinking its program, where voids could function as connections between functions and social groups, instead of barriers.



### VOID

Unprogrammed elevated space belonging to nobody. Has a private character.



### VOID

Programmed backyard, but with a worn down expression. Do not work as intended.



### BARRIER

Traffic and parked cars creating a barrier along Midjordgata.



### BARRIER

Waiting for a clubhouse to be built.



### BARRIER

The topography and a fence creating a barrier.



### VOID

Open expand waiting for something to happen.



## S O C I A L   S E T T I N G S

Observations of how people behave and use the area are conducted aiming to reach an understanding of how and why the users act the way they do at Midjord. The observations consist of quantitative registrations combined with short stories of the everyday life unfolding at Midjord. The analysis sums up the activities during the day in order to conclude at which time different target groups are reachable. Further, it is desired to identify when and why the project site feels unsafe.

The observations are focused around respectively Nymansveien and Midjordgata. These streets are not far apart. Anyhow the activity and the experience of the two streets differs from each other. Nymansveien is the main road through the site, while Midjordgata is mostly used occasionally, by residents of the social housing or users of the sports facilities.

In general, the main activity in the area depends on the training hours at the football fields. The fact that Brodd is the only football club in all of Storhaug results in people arriving and leaving the area all afternoon.

The diagram on the next pages illustrates the activity at Nymansveien and Midjordgata during the day. The morning is dominated by people in transit, which mainly is located along Nymansveien. The morning is rather quiet. Elderly and residents of the social housing are the only generating activity in the streets. A kindergarten on field trip breaks the silence for the few minutes it takes them to pass the area.

Both transit, and a high level of activity in relation to the football field characterise the situation in the afternoon and early evening. The many people visiting Midjord in the evening create a traffical chaos of parked cars along Midjordgata. After the sunset the activity level discerns fast. People moving from A to B, are the only ones to be found in the streets apart from a couple of suspicious persons prowling about the neighbourhood.



*The situation at Midjordgata in the late afternoon. A wall of parked cars dominates the expression of the area.*







## TRANSIT

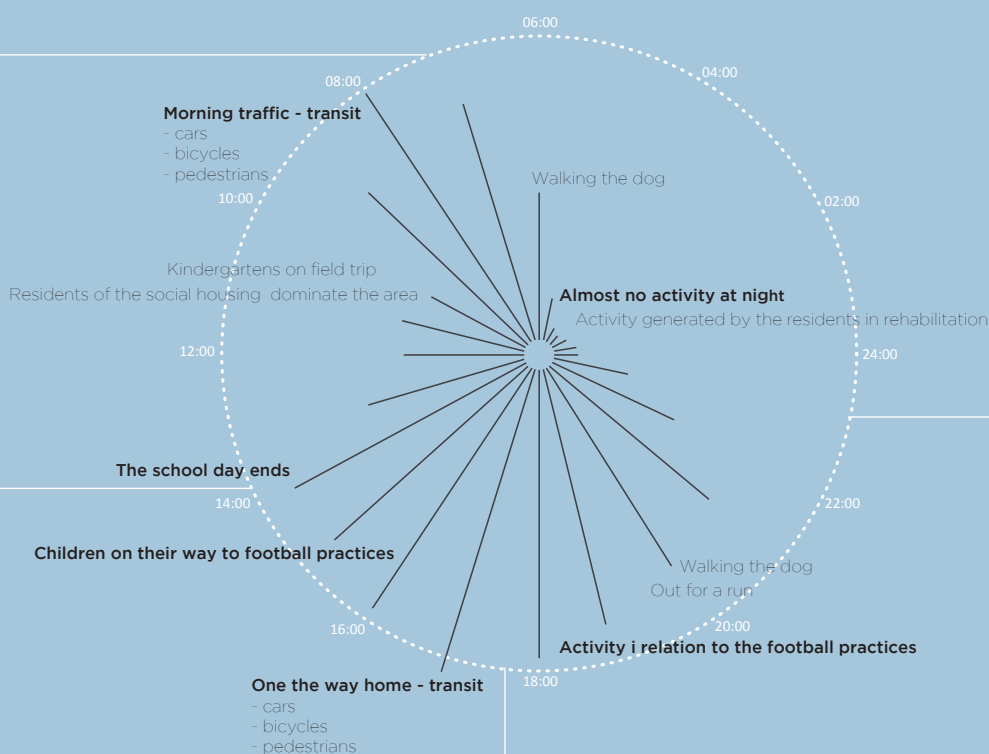
The man rides his bike everyday to work. He is in a rush through Midjord all the way to the city centre, but many places he has to switch from the road to the pedestrian path. This slows him down.



## LONELY MAN

It is quiet at Midjord. Most people are inside their houses. Midjordgata is empty for life besides from one man drifting lonely in the street. The man appears as confused and unstable. This might create an unsafe sense of place.

## NYMANSVEIEN



III. 32



## END OF SCHOOL

Boys on their way home from school. They move very slowly in order to get as long time as possible, and talk about happenings of the day. They are playing while walking.



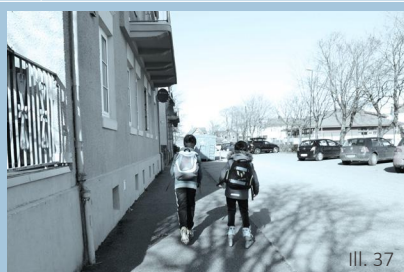
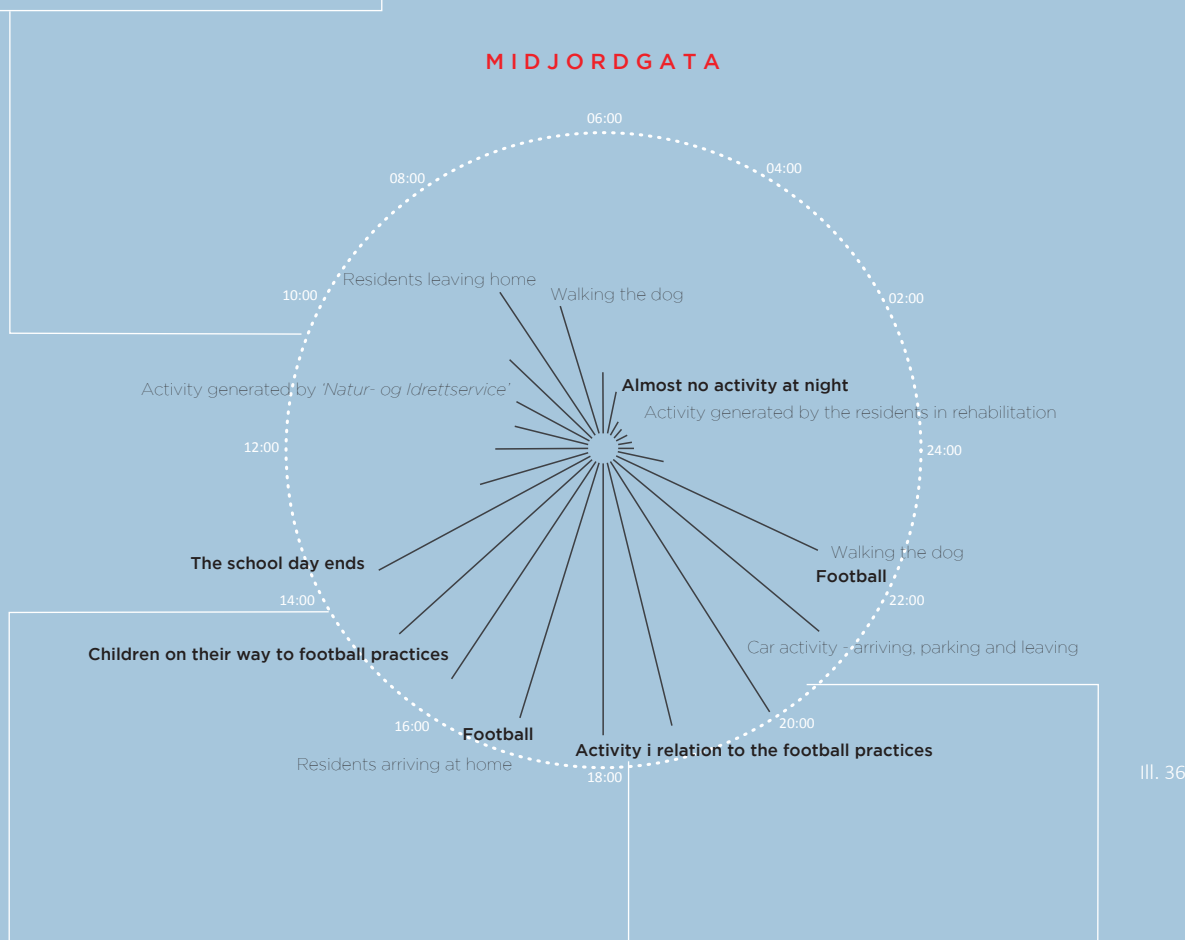
## ON THE WAY HOME

Nymansveien oozes of transit. Cars, cyclists and pedestrian move hasty through the area on their way home. Buss number 25 stops shortly to let of two passengers. Due to the shape of the road a couple of cars have to wait patiently for the bus to departure.



## THE FRIENDLY CHAT

An elderly resident on her daily walk to the community house. On her way she stops for a chat with one of the neighbours. They talk about everything and nothing, say their goodbyes and the walk continues slowly.



## FOOTBALL PRACTICE

The two boys are on their way to football practice. They go two times a week, but come by Midjord almost every day. They like to move around on scooter or roller skates. In the afternoon Midjord is the place to be if you like sports.



## PARKING

A mother is searching for a parking spot along Midjordgata. She is going to pick up her son from practice. No spot available. Instead she stops the car in the middle of the street and waits there.



## THE SOUND

All afternoon you can hear cheers and laughs from the football field. People in all ages come and goes. The activity does not end before the sun has set.

## I N T E R V I E W S

The site observations are supplemented by qualitative interviews of a diverse group of residents and other users of the site. The goal is to understand how different people use their neighbourhood and to get different perspectives on how it is to live at Midjord.

The interviews take point of departure in the method songlines (Marling, 2012), where the respondent is asked to map where he or she moves on a regular basis. The interview does not consistently follow the songline method. It develops depending on the response from the interviewee and thereby takes different focus.

The interviews are summarised in four archetypes representing the different interests and characters in the area. These are developed through an interpretation of the data from the interviews, where actual words and statements are translated into general needs and ambitions for the physical settings as well as the social framework at Midjord.

The general picture is that most people likes to live at Midjord. They appreciate the mix of facilities. Especially the short distance to the recreational area has a high value to all the interviewees and the majority uses the green area several times a week for either exercise or leisure.

Many point out the diversity of people as a quality of Storhaug and Midjord in particular. The mix of social layers and cultural backgrounds is a quality, but at the same time it constitutes the origin of the friction and challenges the area is facing. When asking what the interviewees understand as Midjords major issue, people across social and cultural backgrounds are on common ground: The density of social housing and rehabilitation apartments is too high.

Everybody knows the scary stories and rumours. When asking thorough, only few has actually experienced an incident themselves. This indicates that the repetition might be worse than the reality. The interesting part is that the people generating this rumour is not only the media but indeed the residents themselves.

The interviews show that many people use the programs in Midjord, which site registrations confirms. Anyhow, the intention of most of the activities is to target a wide user group, the reality reveals another. The method used to reach people combined with the settings of the activity make

specific groups feel excluded, even though the opposite is intended. What one person requests, another person is already facilitating, but the link is missing.

*“Fieldtrips to Godalen would be nice. To go fishing or just go out with people would be nice”*

Resident of social housing – Midjordgata  
(Resident, 2016. Own transcription)

There is a simple desire to be invited to participate in social activities in the local neighbourhood. The general picture is that residents of the social housing and in particular the rehabilitation apartments do not feel included or welcome as a part of the exiting community.

*“I do not like to live here either... Riots at night wakes me up, and people look at me like I'm the problem...”*

Resident of rehabilitation apartment – Midjordgata  
(Resident, 2016. Own transcription)

This creates an even stronger disconnection and social barrier in the area.

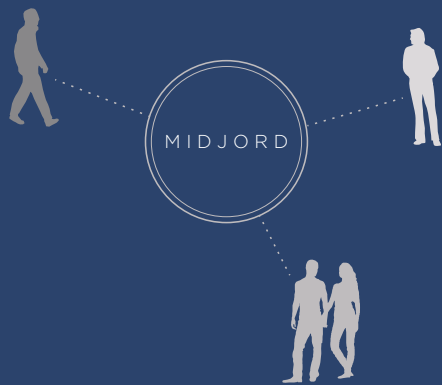
An interesting observation of the interviewees is that the majority express how they love to live at Midjord, and that they could not imagine to live in another district of the city. At the same time, they say that they felt unsafe at night and for their children.

*“Me myself do not feel unsafe being in the area, but I do not like my girlfriend to walk home alone at night”*

Resident of owned apartment – Nymansveien  
(Resident, 2016. Own transcription)

These are conflicting statements showing a great loyalty among the residents to the area. A loyalty, which has a potential to be turned into engagement and willingness to participation in order to improve the conditions.

Many of the interviewees are very enthusiastic and express willingness to participate. They have a lot of opinions, but do at the same time state a sceptic to the fact that the quality of the living conditions can be increased without decreasing the density of social housing. There is furthermore a desire to reach the four archetypes when doing an intervention at the project site in Midjord.



III. 40

## THE VISITOR

- Does not live at Midjord, but comes by on a weekly basis.
- Moves through the area and/or comes for the offers. Lives in another part of Storhaug.
- Not really interested in taking part, but supports that something is happening.
- Has a bad relation to the social housing. Hears the rumours, but has rarely experienced anything themselves.
- Uses Midjord as gateway to the reactional area.
- Do often drive through or to Midjord.



III. 41

## THE ENTHUSIAST

- Lives at Midjord and have lived at Storhaug all their life. Love that something is happening, have a lot of ideas themselves. And are willing to participate. Expects to be involved in things happening.
- Interested in participating.
- Has lots of ideas and opinions on, what is best for the neighbourhood.
- Uses the facilities at Midjord as a part of the everyday life.
- Expect to be included in the process of developing their neighbourhood.
- Take responsibility, but do not necessarily have the right competences within project facilitating



III. 42

## THE LONELY

- Often resident of the social housing.
- Do not feel as a part of the local community, therefore do not feel like they belong in the area.
- Thinking about moving.
- Knows that things are happening, but do not participate.
- Feels like they does not have anything to contribute with
- Needs a friendly push to take contact with other people and communities



III. 43

## THE SCEPTIC

- Lives at Midjord, and likes the area, but sees the social housing as a huge problem.
- Not afraid of letting people know about their point of view.
- Thinks it is good, that something is happening, but are very skeptic that it will actually make a change.
- Thinks the solution it to move the problem! Not in my backyard mind-set.
- Would like to participate, but only if it fits into their program.
- Has to be convinced of how participating benefits them

## PEOPLE OF MIDJORD

The public functions at Midjord is surrounded by residential areas. These does mainly contain single family houses and large villas located on spacious plots. The figure to the right presents the composition of people in the different districts of Midjord. It covers all from the people living in the neighbourhood to those who uses the sports facilities, community house and recreational areas.

The analysis is based on data from the report 'Levekår i Stavanger' (Stavanger Kommune, 2014.) supplemented by knowledge from interviews and site analysis. The demographics data shows variation in the amount of children, young adults, elderly, singles, children with a single parents and immigrants. The report presents a contrast in social groups and reveals a divers picture of Midjord. This analysis aims to present the diverse composition of people in order to use the local resources as a potential in the development process.

The illustration shows a difference between respectively the social housing and the remaining residences. Especially single parents, immigrants and singles living alone characterise the social housing. Adding qualitative data from the interviews shows that the residents of the social housing are in general not as socioeconomically advantaged as the majority of the rest of Midjord.

Comparing the three districts, shows that the spread in age and family constellation is more or less even across Midjord. When looking closer at the different people the interests and potentials differs.

Many children live and use the facilities at Midjord. The children have a great potential within participating in transforming their neighbourhood. They are creative, and uses the space around them. Midjord is especially characterised by its sports facilities. These are by many used as a place to meet, but exclude the once not interested in sports. Children with a single parent vary widely in the area. Especially in the social housing the share is noticeable. This can amplify a difference between social groups. Single parent might have lower recourses, and therefore be more interested in attending events.

Elderly are also great represented in the area. Many of them have a loyal relation to the neighbourhood and thereby a clear opinion on what is best. Some elderly present the group of volunteers located in the community house, and have a desire to participate. At the same time, it was observed that many elderlies are presented as 'the lonely'. There is a great potential in activating this group in the development.

Furthermore, the young adults can be a great resource in the area depending on their stage in life. Young adults newly moved to the area, starting up families and thereby engaged in the local schools and institutions has a lot to offer

a neighbourhood. The young drive and the engagement to establishing social networks in the neighbourhood is essential to embrace and utilises in activating the area. In interviews they express willingness to support and participate the in local community.

The eastern part of Stavanger houses a large share of immigrants. The social housing at Midjord is home for several families. The families mostly keep to themselves, and do thereby miss out on the community. The interviews revealed that they do not feel integrated in the local community, but actually has a desire to participate. Due to language barriers and other challenges they feel excluded.


As well as the immigrants the share of people living alone can be hard to reach. Midjord has a high score of singles. It can not be said for all, but it is believable that some of these presents 'the lonely'. Interview illuminates that many of the singles do not feel committed to the neighbourhood. Therefore it is essential to invite this group to participate. Common for many of the demographical categories is that they are reachable through their children or grandchildren, which is not the case for the single.


The associations at Midjord are valuable in the process of activating the area. They represent different interest in the neighbourhood all aiming to change Midjord for the better. Both the football club Brodd and the community house are represented by enthusiast making a difference in the everyday life at Midjord.

The community house aims to embrace everybody. Many enthusiast and volunteers are active at the house, trying to gather the neighbourhood. Most of the volunteers are elderly women with clear opinions about the area, but with a lack of competences within the practical execution. Brodd also intend to reach a wide target group. They have teams in all ages, and the well-established club has been active for over 100 years. The board of direction is not positive to the density of social housing, which leads to some conflicts in the area. Further, a new clubhouse is planned within a near future.

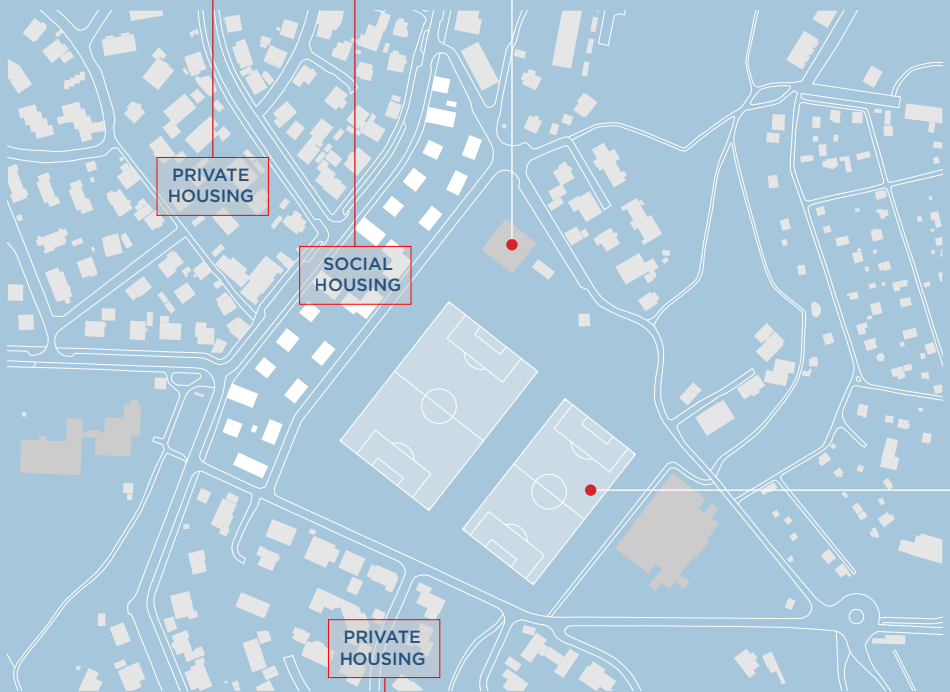
The different archetypes presented in the previous analysis are represented in all Midjord, but the frequency of each differs within the site. The figure illustrates how 'the lonely' is most frequent in the social housing, while 'the enthusiast' mainly is to be found in relation to the associations or in the residential area.


The data from 'Levekår i Stavanger' documents the diverse composition of people at Midjord. This combined with the different functions of the area means, that Midjord contains various users and thereby parties of interests. The different interests are all essential to understand and incorporate in the development process. The diversity of users is a great requisite for creating a pulsating neighbourhood with connection between different people.

DEMOGRAPHICS	RATE	PRESENTED
Children	● ● ● ● ○ ○ ○	 'The enthusiast'      'The sceptic'
Young adults	● ● ● ● ● ○ ○	
Elderly	● ● ● ● ○ ○ ○	
Singles	● ● ● ● ● ○ ○	
Children living with a single parent	● ● ● ● ● ○ ○	
Immigrants	● ● ● ○ ○ ○ ○	

DEMOGRAPHICS	RATE	PRESENTED
Children	● ● ● ○ ○ ○ ○	 'The lonely'
Young adults	● ● ● ● ● ○ ○	
Elderly	● ● ● ● ○ ○ ○	
Singles	● ● ● ● ● ○ ○	
Children living with a single parent	● ● ● ● ● ○ ○	
Immigrants	● ● ● ● ○ ○ ○	

COMMUNITY HOUSE		
Drivers	'The enthusiast'	
Users	'The visitor'	



DEMOGRAPHICS	RATE	PRESENTED
Children	● ● ● ● ○ ○ ○	 'The enthusiast'      'The sceptic'
Young adults	● ● ● ○ ○ ○ ○	
Elderly	● ● ● ● ● ○ ○	
Singles	● ● ● ● ● ○ ○	
Children living with a single parent	● ● ○ ○ ○ ○ ○	
Immigrants	● ● ● ○ ○ ○ ○	

FOOTBALL ARENA		
Drivers	'The enthusiast'	
	'The sceptic'	
Users	'The visitor'	



## M O B I L I T Y

As mentioned in the introduction, Stavanger municipality has a vision of enhancing green mobility in the city. Amongst the four largest cities in Norway, Stavanger is as it emerges today, the city dealing with the highest percentage of car drivers. (Rogaland Fylkeskommune, 2016) Inefficient infrastructure can lead to the feeling of being disconnected, where a physical distance mentally seems longer than the reality. The reason for this can be multiple, and it is a complex problem to solve. Therefore it is important for this thesis to reach knowledge within the infrastructural situation of the city. This involves examining the quality of the road network, topographical requisites and the public transportation offered.

The region in which Stavanger is located has published a plan of the future development called 'Regionalplan for Jæren 2013-2040'. This plan focuses among other things on the infrastructural challenges concerning capacity of the growing city. It illuminates the importance of an efficient infrastructural network as well as a comprehensive public transportation system in order to secure the development and expansion of the city. Moreover, the plan states that a well-developed public transport system and a road network prepared for bicycles and pedestrians can constitute a green alternative to the car. This generates attractive urban environments of high quality. (Rogaland Fylkeskommune, 2013)

*"...We can not build ourselves out of the capacity challenges with more and wider roads. To create attractive and functional cities with good mobility, there must be developed a public transport system with large capacity and high quality, and good solutions for pedestrians and cyclist. The use of the area must build upon this."*

(Rogaland Fylkeskommune, 2013, p.5. Own translation)

Local and national goals have been devised on the aim to increase green mobility in Stavanger. (Rogaland Fylkeskommune, 2013) In order to archive these goals, there are both psychical settings and decades of mental habituations, which has to be addressed. Some of the factors that might affect the individual's mental perception of distance and way of transportation have been investigated. As Donald Norman wrote in his book 'The Design of Everyday Things',

*When you have trouble with things—whether it's figuring out whether to push or pull a door or the arbitrary vagaries of the modern computer and electronics industries—it's not your fault. Don't blame yourself: blame the designer.*

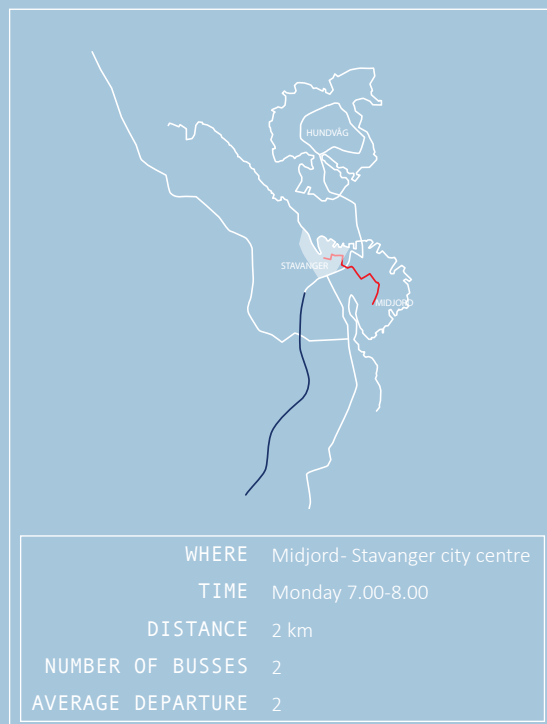
(Norman D., 2002, introduction pages)

Based on this, one could argue that the design of the infrastructure has a huge say on how people choose to move around. To determine whether or not this argument is valid in a Stavanger context, it is desired to examine the quality of the public transportation as well as the condition and presence of roads, sidewalks and bicycle lanes. This is done through mapping of Storhaug and supplemented by perceptual observations.

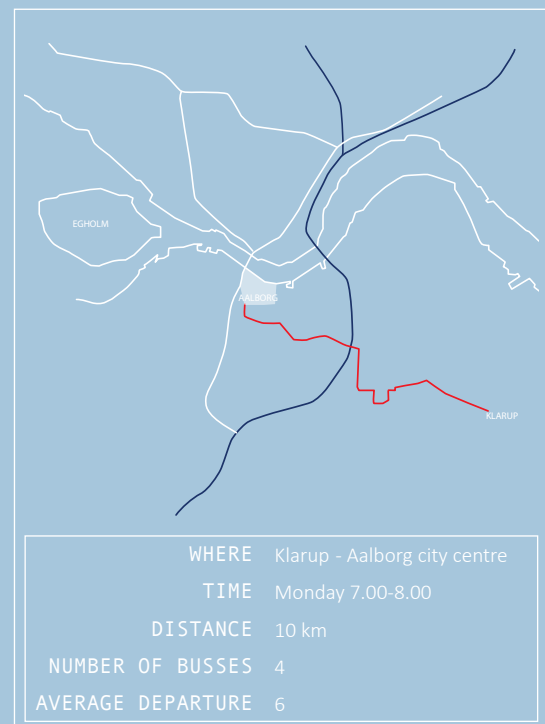
## PUBLIC TRANSPORTATION

The public transportation connecting Midjord to the inner city has been examined (see appendix p.98). By making a comparative analysis, it is shown that Midjord in spite of being located within a radius of two kilometres to the city centre has a poorer connection than the suburb Klarup has to the city centre of Aalborg. In a Danish context the main focus within two kilometres would be on travelling by bicycle, and therefore it might be more desirable to focus on the creation of bicycle paths. An illustration of the comparison is summed up below. Due to the fact that Aalborg and Stavanger has approximately the same amount of inhabitants, it seems reasonable to conclude that the public transportation offered should be more or less similar.

The comparison is done in a selected time representing the morning rush hour. A larger and more complex examination could have been done, but it gives a hint on a public transportation system, which is lacking quality. The illustration reveals how poorly the area of Midjord is connected to the city centre of Stavanger.



III. 45



III. 46

## M O B I L I T Y A F F O R D A N C E S

From the observations done at Midjord, it is clear that there are some huge challenges emerging in the shape of an excessive amount of car traffic. To understand why cars seems to be the preferred mean of transportation, the infrastructural settings provided at the site and towards the city centre is examined. This is done with a perceptual approach in mind. First of all it is important to have in mind that Stavanger and especially Storhaug is characterised by having a hilly terrain, which most certainly has an influence on how people chooses to get around.

The phenomenological observations presented to the right were conducted by walking towards Midjord from the city centre through Storhaug and back. Along the route, the altitude was mapped using a tracking application on the mobile phone. The elevation section gives a picture of how much the altitude varies. Having said that, there are other things indicating an infrastructure that doesn't afford green mobility. Therefore it has been important to examine the physical settings provided along the route and understand how it feels to move through Storhaug. The analysis creates a clearer picture of how the road network affords different sorts of mobility. One of the more general observations was the lack of organisation in the infrastructure. The bicyclists seem to switch between car lane and sidewalk all the time, because of the missing indication on where bicyclists are allowed to ride their bike. This results in a both time-consuming as well as unsafe and unpleasant cycling trip.

The width, quality and existence of sidewalks varies a lot during the route, this results in an unsafe feeling where cars, bicyclists and pedestrians is forced to do inconvenient negotiations between each other. This can have an effect on why people prefer different kinds of transportation. Choosing to walk instead of taking the car is affected by the qualities of the environment. (Skorupka, 2014) The illustration to the right shows the route from the inner city to Midjord and back.



III. 47

Many of the shops in Pedersgata use the sidewalk for advertisement. On stretches like this, cyclist has to use the narrow road, and pedestrians have to hold back when meeting passers.



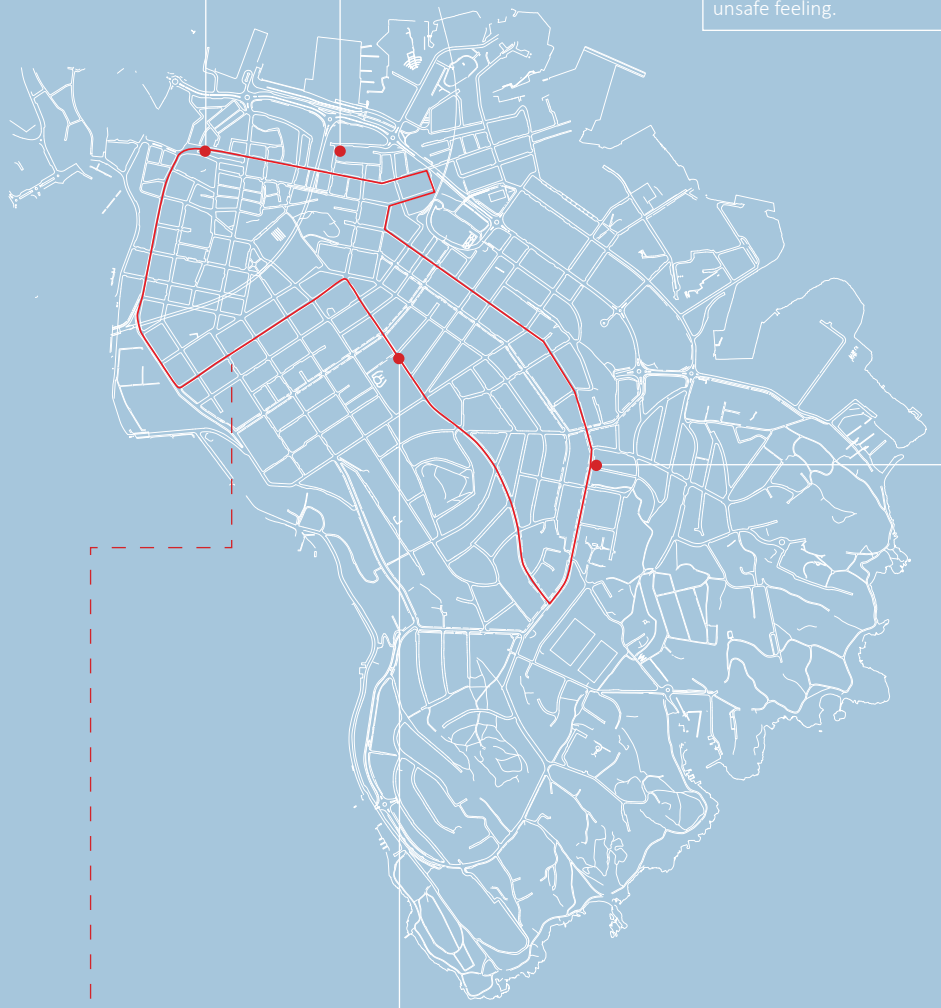
III. 48

The smaller side streets can be very steep. This gives challenges when parking, as well as a heavy slope to climb for bicyclists.

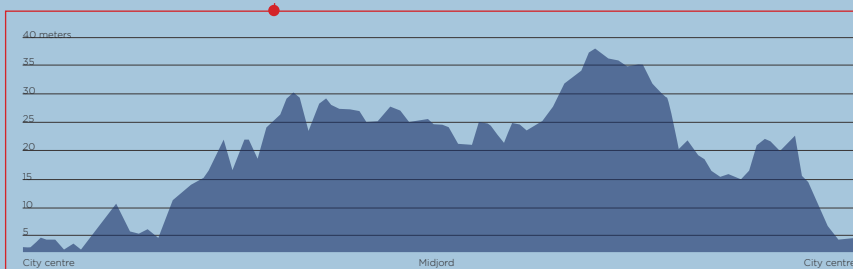


III. 49

In some parts of Nymansveien, the street is in good condition and renovated in recent years. There are space to make room for pedestrian, cyclist and cars. However bicyclists still doesn't seem to be part of the infrastructural planning. The speed limit is low, which slows down the traffic, but the lack of division still creates an unsafe feeling.



III. 50



III. 51

Elevation section showing the change in altitude from the city centre through Storhaug to Midjord and back again. The terrain is as illustrated quite hilly and can be difficulty for some people to overcome.



III. 52

Newly renovated junction where cobblestone slows down the traffic. In general, Stavanger has priority to the right in residential areas, which works as a speed-limiting factor.

## ANALYSIS CONCLUSION

The site analysis of Midjord shows that the neighbourhood is characterised by many potential qualities. The sports facilities, the community house and the various compositions of residents makes Midjord a unique district of Storhaug. The registrations and observations consider themes relevant for an understanding of what makes good living conditions.

The mappings and observations done at the site reveal that there are a diverse composition of both residents and functions, and despite of having a short distance between these, the connections still appears weak. Physically the fences, topography and worn down left over spaces divides the people and programs apart. Furthermore, rumours and ignorance between the different groups aggravate the situation. Midjord suffers from a lack of both physically and socially connections.

Due to the many facilities, there are several operative actors in the area. All have interest in creating a better Midjord, but they are not on common ground while talking about how to get there. This results in the different actors opposing each other instead of jointly collaboration, which would be rewarding for the neighbourhood.

In order to secure the desirable development, a common vision for the neighbourhood is essential. Therefore it is crucial to visualise the interest for each player in the process.

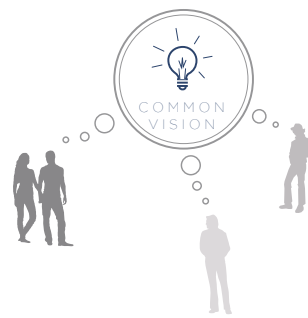
From the interviews it is clear that the area faces challenges concerning the concentration of social housing. Especially the rehabilitation apartments and negative incidents generate a bad reputation and an unsafe atmosphere. Aiming to defeat the problem, Basen appears as a positive initiative. Anyhow, it does not live up to its potential, neither profits the process of enhancing the living conditions of the area. This shows the need for rethinking the approach to the initiative and how to prioritise the resources in the process.

The voids in the area constitutes barriers, but hold at the same time a large potential in connecting the functions and thereby the variation of people. Activating this in-between spaces could act as platform for social and physical connection between the different programs and user groups.

Looking at the infrastructure, the conclusion is that Storhaug and in particular Midjord is in need for better connection, and motivation for using green mobility. Midjord has many unique functions, which attracts visitors throughout the week. This creates traffic challenges making yet another barrier in the area. The challenges concerning cars needs to be addressed in other ways, focusing on greener ways of travelling.

The illustration to the right defines four themes as parameters, which are important to incorporate on in the strategy.

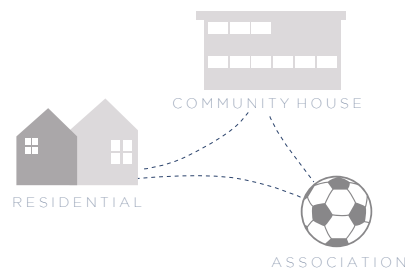
## COOPERATION



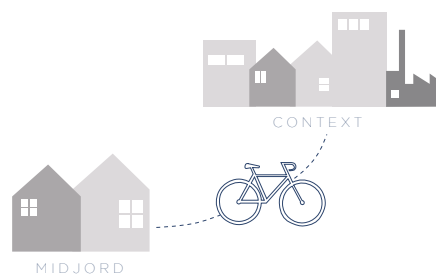
## SOCIAL CONNECTIONS



## PHYSICAL CONNECTIONS



## GREEN MOBILITY



The Scandinavian countries are some of the most equal societies in the world, nevertheless the inequality between people living there are significant, and it is increasing year after year (Ec.europa.eu, 2015). Despite being one of the most equal countries, Norway still deals with problems concerning the living conditions of its population. There are however many different parameters and views on what makes good living conditions. This is also why a strategy aimed to enhance the quality of living conditions in socially marginalised areas is a very complex task. This theoretical discussion takes therefore its point of departure in theories with different foci related to living environment and enhancing living conditions.

The discussion starts by looking at theoreticians who have devoted their life to study urban life. Amongst these, urban writer and activist Jane Jacobs who studied residents behaviour and their relationship to urban architecture. Her research book 'The Death and Life of Great American Cities' (Jacobs, 1961) was published as a critique of the 1950s urban planning policy. The controversial book is based on countless notes and records of form, scale and structure questioning the modernist city planning. Jacobs describes the importance of the streets as being the most important organ of the city. The streets are what connects the city both as a transport route but also as a place where people meet. Furthermore Jacobs gives her opinion on the importance of making the streets feel safe, she states that if the street is a safe sense of place, the city is experienced as safe. Therefore, Jacobs finds it crucial for the city to focus on the streets in order to achieve urban life. (Jacobs, 1961)

*"The more successfully a city mingles everyday diversity of users and users in its everyday streets, the more successfully, casually (and economically) its people thereby enliven and support well-located park that can thus give back grace and delight to their neighbourhoods instead of vacuity."*  
(Jacobs, 1961, p.111)

Jacobs' specifies the importance of a divers combination of people living in an area for the life that is created. At Midjord, the demographical analysis has shown the diversity of residents, but the city has not succeeded in making the streets a place where people meet, and the individuals desire to contribute to the local environment is not emerging. Jacobs quotes further:

*"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody"*  
(Jacobs, 1961, p.238)

In order to create a city for everybody, a participatory process can be used as a method to achieve a diverse city.

Jacobs' work has inspired many, among these the Danish architect Jan Gehl. In his book 'Life Between Buildings' from 1971, Gehl studied the relationship between urban life and urban architecture. He describes as well as Jacobs the importance of the streets as a meeting place.

*"Cities must urge urban planners and architects to reinforce pedestrianism as an integrated city policy to develop lively, safe, sustainable and healthy cities. It is equally urgent to strengthen the social function of city space as a meeting place that contributes toward the aims of social sustainability and an open and democratic society."*

(Gehl, 2010, p.6)

Gehl adds a new layer to the discussion with his focus in different means of transportation, and how e.g. pedestrianism enhances urban life and leads to more safe, healthy and sustainable cities. This is clearly in line with the fact that Stavanger municipality wants to enhance green mobility in the city (Rogaland Fylkeskommune, 2013), but implementing this is a very time consuming and costly process. The city of Stavanger as it is today, doesn't encourage to green mobility. The physical settings usually invite to transportation by car. This calls for both physical changes as well as a change in general mentality.

The physical settings in particular is discussed further in Aga Skorupka's article 'Walkability – The nudging urbanism' where Skorupka examines how the environment affect the way people choose to move around. On the basis of the studies she has done, she states:

*"It turns out that how much we walk is not only dependent on our personal decisions, but also on the qualities of the environment. The degree of mixed use, proximity for everyday goals, connectivity, density, the quality of pedestrian infrastructure and aesthetics have all been associated with more walking."*

(Skorupka, 2014, p.31)

Midjord meets in many ways the criteria for moving around by foot or bicycle, many of the daily doings are within a distance of two kilometres, despite of this, people using green mobility is a rare scenario. This backs up the aforementioned statement about the lack of quality in the build environment. In order to set the settings for urban life, Gehl and others has through mapping of behaviour and urban spaces, in many different cities, derived a list of twelve architectural principles on how urban life can be enhanced through physical interventions of place. (Gehl et al., 2006). These principles are divided into three general subjects:

- Protection: deals with traffic, crime and violence and sensuous impacts.
  - Comfort: possibilities to walk, sit, stand, see, listen and hearing and unfolding/activities
  - Magnificence: possibilities to positive affects of scale, climate and sensory perception
- (Gehl et al., 2006)

Midjord provides many of the above settings, but as analysis has shown, there are many parameters where the area doesn't set the frame for urban life, lack of connections, program etc. The principles listed above can in many ways contribute to both temporary and permanent initiatives in the development of the site. Can urban life be enhanced at



Midjord by introducing the streets as new social platforms? The streets are as described, for many theoreticians seen as the place where people meet. These areas should then be attractive for as many people as possible, but what sets the frame for a democratic space?

*“A different democratic model would be a place where it does not matter whether people understand each other verbally, but they understand each other by their bodies. They can only do that through the form of association in which they are both together, aroused by each other’s presence.”*

(Sennett, 2005, p.47)

The urban sociologist Richard Sennett defines democratic spaces as platforms where strangers can interact with each other, by being in the same place at the same time. He points out the significance of the edge between communities and neighbourhoods with different cultures and everyday practice. This place, or edge, is the city in-between space and transition zone of physical, social and cultural interaction, and have great potential in terms of creating new democratic space. (Kiib and Marling, 2015) Ragnhild Sletten Augustsen writes in her article about how users of democratic spaces can build a local community over time.

*“Ownership contributes to responsibility for the space, and the use of it. In addition an increased numbers of visitors accord interchange between as many people as possible (not necessary different people). Over time this interchange contribute to building up an urban local community. An urban space is more democratic when it makes several feel comfortable in the same space.”*

(Augustsen, 2014, p.16. Own translation)

Making people feel responsible for the environment they inhabit is one of the objectives in Midjord. In order to enhance the opportunity of this happening, the streets should be able to afford democratic spaces for the people living there and maybe even for people visiting the area.

An interesting addition to the democratic space is what turns a space into a space where people interact with different people. Maarten Hajer and Arnold Reijndorp address this theme in their book ‘In Search of New Public domain’ from 2001:

*“We define ‘public domain’ as those places where an exchange between different social groups is possible and also actually occurs”*

(Hajer and Reijndorp, 2001, p. 11)

The authors define places that are not only publicly available, but also those where a socially inclusive urban life occurs. They define this as difference between public space and public domain. Public spaces are the opposite of private, and accessible for everyone. Whereas public domains are zones and places where there is social and cultural learning and an interaction among people with completely different lifestyle, cultural, ethnical and economical backgrounds.

Hajer & Reijndorp focus on everyday practice in spaces and

how everyday practice create democratic places. In addition to classic urban spaces, they focus on transitions zones, voids and unnoticed places. (Hajer and Reijndorp, 2001)

The analysis conducted at Midjord pointed out several public spaces, perceived as voids in the area, places that were either non-programmed or places that due to the lack of maintenance seemed unused. These areas could potentially function as a public domain either temporary or permanent. If an area succeeds in creating democratic urban spaces, what effect does this have on the individual, and what is the visual outcome?

To understanding how ordinary people experience the city they live in, Gitte Marling presents Urban Songlines as a method to researchers and urban designers in removing themselves from the role of experts. (Marling, 2012) Marling stresses the importance of the narratives of place. As claimed by Jane Jacobs and Jan Gehl the urban space and the street is a framework for urban life. The framework are central to the local narratives that people participate in. Marling seeks to find out where people feel comfortable and what are the conditions. Or the opposite, what and why do people feel excluded. (Marling, 2012) It is further interesting how researchers analysis can be profited with a perception of a place composed of many different stories, both positive and negative. To understand the effect of social interactions it is necessary to explain when people feel happy and satisfied with their lives.

Scandinavian countries top the list with the inhabitants most satisfied with their lives (Helliwell, Layard and Sachs, 2016). In spite of this, there are still many individuals, which experience the opposite. Many factors can have an affect on the perception of our lives.

Robert Waldinger lectures at TED 2015 about a 75-years old Harvard study of 724 men. There were two groups of men; first group consisted of Harvard student, and second group, of boys raised in Boston’s poorest neighbourhoods. Through these 75 years, this study has been investigating these men’s quality of life. Waldinger quotes:

*“The clearest message that we get from this 75-years study is this; Good relationships keeps us happier and healthier period!”*

(Waldinger, 2015, transcription)

Following this statement, Waldinger lists the three big lessons they have learned during this study:

- *“Social connections are really good for us, and that loneliness kills.”*
- *“It’s not just the number of friends you have, and it’s not whether or not you’re in a committed relationship, but it’s the quality of your close relationships that matters.”*
- *“Good relationships don’t just protect our bodies, they protect our brains.”*

(Waldinger, 2015, transcription)



Social relations seem to be such an important factor, that it becomes a prerequisite for the happy life. Therefore, it enhances the necessity of urban platforms where people meet, interact and maybe in time develop relationships of high quality. In addition to the way we experience happiness in our lives, the Russian professor Sonja Lyubomirsky has in her research described how our brain works in relation to happiness. Each individual often has a say on their level of happiness, if the most basic needs are covered. The happiness of the human brain depends on 50 % genetics, in addition 10 % comes from the circumstances of life, like job and capital, while the last 40 % is a "happiness equity", which each individual themselves has an impact on (Lyubomirsky, 2016). This means that every single person to a certain extend has a say in their own happiness. In order to raise the level of happiness inside the 40 % scope, it is a necessity that the general requisites are emerging. When trying to increase the living conditions of an area it is of great importance to create a stage motivating for making the happier choice. Developing public spaces and setting the frames for building social relations is therefore an essential challenge to address.

Around the world, temporary uses are implemented as a tool to develop areas. The German firm Raumlaborberlin are known for their implementations and changes of urban voids into meeting places, by the use of temporary initiatives. Katja Szymczak writes in the book 'Acting in public' by Raumlaborberlin.

*"Today's cities have become so complex that experimentation is vital to grasping their complexity. They demand new approaches to urban processes of transformation."*

(Szymczak, 2008, p.51)

Szymczak addresses the importance of experimenting with temporary uses, as a tool in developing the complex city's we experience today. She quotes further;

*"Appreciating space and discovering its qualities are the first steps towards positively reinterpreting it; every place, even a non-space, has an identity. Transformation can begin as soon as the spatial-social conditions are there; city space becomes a laboratory and public space a field of experimentation. Bottom-up strategies must be used to appropriate space. Interventionist permeation, exposing oneself to experiences through self-experiment, establishing contact to residents and setting up new connections and network, are all experimental and processual strategies with which to approach and change places. They produce first ideas, which can then form the basis of ideas-workshop, think-tanks and laboratories for the future. The first step towards transforming and revitalising a place is to appropriate space; cities must be approached in a processual manner."*

(Szymczak, 2008, p.51)

As mentioned earlier, Midjord holds a great amount of voids, which seems to have a lot of unexploited potential. This could

be unfolded by the use of temporary installations. Temporary uses have the advantage of changing the use of an area for a modest amount of money, and the ability to leave traces. As Philipp Oswalt, Klaus Overmeyer and Philipp Misselwitz describe in their book 'Urban Catalyst' the benefits of temporary uses are:

*"First of all, they stimulate the development of the location in question. Programs and profiles become established. Their influence continues to be felt even after the end of the temporary use. For, in many respects, they can continue to determine the use of the site long after its temporary use is over. Sometimes, it is the temporary uses themselves that turn into permanent ones. In addition, temporary uses change the image of their location and attract other uses to settle there. Often, temporary uses cause buildings that were previously slated for demolition to be preserved, renovated, and modernized."*

(Oswalt, Overmeyer and Misselwitz, 2013, p. 61)

At Midjord, temporary initiatives can be used as an effective tool trying to question the present program and maybe unveil the necessity of new meeting places, missing functions or other elements to the neighbourhood. The image of Midjord might be in need of a reinterpretation, where temporary uses can be an eye-opener for the residents living there as well as the authorities.

Realdania By has accomplished a number of project, which exemplifies how temporality can be used as tool in the development processes. Ownership, participation and social relations are keywords for Realdania By while talking about the development of FedereciaC and Køge Kyst. Realdania By has throughout many projects gained experience within temporary use as a way to empower citizens and create urban life. They claim that attractive, liveable and diverse cities occur in the interaction between the city and its citizens. The publication 'Midlertidige aktiviteter i byudvikling', from 2013 presents two projects respectively FedereciaC and Køge Kyst. The report sums up how temporary activities plays a central role as a strategic tool in city development. Joint ownership and social cohesion gives new possibility for residents, and creates a positive image for a new district. From their point of view, this kind of processual approach demands good will, helping hands, economy and volunteers input. (Realdania By, 2013)

How can the mentioned themes be interpreted in the development process of Midjord? By experimenting with the presented approach the potential to start the process of changing unplanned, public voids to public domains opens up. An experiment has the potential of empowering people to contribute and feel ownership to their neighbourhood.

It is of interest for this thesis to clarify how temporary uses can act as a tool to achieve a broader understanding of the living conditions of a socially marginalised area, and further to catalyse uses and cooperation.







P R O C E S S

T H E D E V E L O P M E N T O F A S T R A T E G Y



# EXPERIMENT

## THE BLUE CABIN



### NUDGING

Signs and tags used as a tool to both inform and question the use of the neighbourhood.



Construction of The Blue Cabin with help from voluntary local school class.



### THE BLUE CABIN

### FIELDWORK

On a basis of the executed studies the 1:1 experiment The Blue Cabin has been completed at the project site. The experiment extended from 30th of March to 5th of April. The attached Experiment Report documents the process and profit of the days.

30/03/16

01/04/16

02/04/16





## O U T C O M E

Small physical traces of The Blue Cabin, produced with great effort by residents of Midjord.



## O N T H E M O V E

The Blue Cabin on its way to a new location.



03/04/16

04/04/16

05/04/16

III. 55

## F R O M   E X P E R I M E N T T O   S T R A T E G Y

The aim of the thesis is to devise a development strategy for Midjord. Site analysis and studied theory constitute the frame for the 1:1 experiment, testing theoretical knowledge in practice. The experiment The Blue Cabin presented in Experiment Report explores the effect of a temporary initiative as a tool to mobilise local resources and empower residents to participate in the development of their neighbourhood. It is crucial to be aware of which stage of the process the The Blue Cabin enters into. The benefits of this exact experiment will differ depending on many impacting factors.

Experiment The Blue Cabin figures in the process as an intervention both informing and gathering data from the users of the site. Furthermore, The Blue Cabin visualises the ongoing process for the residents, which is experienced as a great value in the process of motivating people to participate.

Due to the intensity of the experiment, a large amount of data is gathered in a short matter of time. This outcome profits the further process. The experiment shows the ability to achieve a lot, in a short matter of time, with the right resources available. The experience shows that an initiative as The Blue Cabin in this stage of the process demands engagement, time and resources, which in a regular process can be difficult to establish. This emphasises the necessity for the authorities to think in alternative ways on processes, prioritising resources and the cooperation between involved parts.

The intervention used the social media Facebook to invite and share the event. The first QR code below transfer the previous event in Midjord to your mobile phone. The second QR code links to a You Tube video that shows the atmosphere during the days in Midjord.



III. 56 QR code to Facebook event



III. 57 QR code to YouTube video

*Two girls sharing their dreams for the future Midjord*



III. 58 Photo from the process of user participation.





## C A S E S T U D I E S

The experiment is only able to explore the effect of temporary initiatives in the certain stage. Three projects dealing with similar issues are used as case studies, to illuminate how initiatives like The Blue Cabin can develop, throughout the process of activating a socially marginalised neighbourhood.

Experience gained from The Blue Cabin is compared to knowledge from the three cases. The selected projects are further in their process and therefore worthwhile studying to reach understanding of different approaches and the complexity of a development process.

The cases are chosen to illuminate how they handle respectively process orientation, user participation, the creating of ownership and the use of temporality. The studies have different focuses, which are used in the development of the strategy for activating Midjord.

Theoretical studies and site analysis constitute the frames for experiment The Blue Cabin. Combining the outcome of the experiment with experience from the cases creates an understanding of how to manage similar development processes. This knowledge is written into the on-going process in Stavanger aiming to come up with a guide for the future process.





III. 59 One of the short term projects 'Hoogvliet Inside Out' was a large poster of the people living in the town. The intention behind the project was to make the streets more personal. A longer aim was to show that the character of the city is determined by its inhabitants rather than its buildings.



III. 60 Photo from workshop in Hoogvliet. The residents contribute in the renovation of the area between the housing, and they are given the creative freedom to make their own impact on the design.

## W i M B Y !

WiMBY: Welcome into my backyard! is a regeneration project of the town Hoogvliet in Holland. The WiMBY! project started in 2001 to create a sustainable and attractive living environment. (Dac.dk, 2014) The city is a sub-borough of Rotterdam, a shabby and segregated town, who suffered from rising housing vacancies and a decline in popularity of its housing stock. (Rottenberg et al., 2007)

Interesting for this thesis is how a socially marginalised neighbourhood was approached. Despite of the large contrast between the environment of Hoogvliet and Midjord, the methods within user participation are still highly useful to interpret in the development of Midjord. The initial challenges in the city with social problems were dealt with the intention of involving the citizens to participate in the process of developing the town. The participatory process includes different projects initiated by WiMBY!, and divided into short term projects;

*“The challenge for the IBE Rotterdam and for urban planning in the twenty-first century is not the development of a new urban model that satisfies the requirements of the urbanite of the twenty-first century, as the model of Howard did for the urban dweller of the twentieth century. The challenge is rather to practice urban planning without a prescriptive model of the qualities and quantities that a good town should satisfy, in order to always make the best of a given set of circumstances. In future the quality of new towns will depend on how planners seize the physical, infrastructural, economic and cultural opportunities that are already present and mould them together into something new. “*

(Rottenberg et al., 2007, p.23)

lifespans from a few hours, weeks and years, and long term projects; lifespans up to several decades. The initiatives were widely spread, both social and physical reconstruction of the town, which profits the overall strategic process in its time. WiMBY! introduced a unique model and strategy for Hoogvliet.

The six years process is documented in the book ‘WiMBY! Hoogvliet’, presenting the overall past, present and future of a new town, resulted in a safer overall improved reputation. (Rottenberg et al., 2007)

The book illustrates the complex and time-consuming process of mobilising the local entrepreneurship and cooperate with architects and urban planners. This resulted

in ideas to develop co-housing project, a community park, a school and a cultural centre. In addition to many festivals, exhibitions and events. It is further relevant to study the projects challenges concerning bureaucracy and mediocrity, which is told in retrospect. Interviewees reflect upon the opinions they dealt sceptically in the beginning of the process, and again after they were solved in new ways. (Rottenberg et al., 2007)

The goal was to turn the town into a pilot project on social sustainability. The experience gained from the process, shows how a participatory process can be executed. The overall reputation of the town is improved. Residents have given the feeling that social change is possible, through temporary initiatives, and new and improved accommodation combined with a progressive and affirmative social policy. (Dac.dk, 2014)





III. 61 'The Black Square' is located in the centre of Superkilen. The asphalted pavement is decorated with lines and patterns. The large 5-6 meters hill, can be climbed from all sides, creating a fun slope. The hill is partly created with soil, from Gaza in Palestine.



III. 62 One of many customised furniture's in Superkilen is this bench is from Ljubljana, Slovenia. This bench is selected by residents from Slovenia, which contributes to the sense of belonging.



## S U P E R K I L E N

Superkilen is an urban space with an international theme situated at Nørrebro, Copenhagen. The space comprises of over 100 colourful urban objects, and a bike path running through. These objects originate from 60 different countries, where each of them has a relation and story to the districts diverse population. Thereby it is sought to create a mental connection to places outside Denmark. The items is accompanied by a plate inlaid on the ground describing the object, what it is and where it is from – in Danish and in the language of its origin. (ArchDaily, 2012; Kiib and Marling, 2015)

The renovation from a rail line to a park was finished in 2012, and designed by the architect firm BIG in collaboration with the landscape architects Topotek 1 and the artist group Superflex (Kiib and Marling, 2015). Previously the rail line acted as a barrier in the city. Now, the urban space opens socially and culturally, connecting and linking the most ethnically diverse and socially challenged neighbourhood, with the more affluent northern and western districts of the city. (ArchDaily, 2012; Kiib and Marling, 2015)

*“They (the designer) have wanted to create a socially including space, as their point of departure has been to create a space for the inhabitants of the most multicultural area of Copenhagen. The question concerning the social and cultural tensions in the district – and possible improvements of these.”*

(Kiib and Marling, 2015, p.130-131)

Superkilen re-tell the story of Nørrebro in a new, socially inclusive way. Residents were included to participate. The process behind urban furniture as benches and sculptures, has been chosen by local inhabitants, and seeks to create an affiliation to a certain element and to the space. The medias attention to the final design gives an indication on a debated

area. The discussion varies from a space that is to dominant and quickly run-down, to more positive as new international meeting square and a refreshing urban space. The architect, Bjarke Ingels (BIG) uses the term ‘inclusivism’ when explaining the process behind the design. He says that it was not necessary an aim to create a beautiful or nice area, but satisfy different users, by creating an inclusive area. (Kiib and Marling, 2015)

Planning the process of Superkilen did not go smoothly from start. It started by a partnership between the municipality and Realdania. Many actors were further involved, BIG, Topotek 1, Superflex, local stakeholders and residents. There was conflicts on which type of park the different participants wanted. Especially the local residents did not feel like they had sufficient influence on the design, which the architects disagreed on. (Simonsen, Riis Henriksen and Mertner Vind, 2010)

*“The narratives about mental connections and the establishing of new identity of place: Taking ‘The Red Square’ in Superkilen as a point of departure, the theme about how a new social and international narrative is established via design, symbols and signs is dealt with, including how attempts are made to communicate this new narratives to the users and the passerby.”*

(Kiib and Marling, 2015, p.135)

The designer team behind Superkilen has tried to give the users affiliation to the area by implementing objects with special relation to different nationalities around the world. Superkilen is an example on an urban space, where it is attempted to make people feel ownership to the space and objects. This is one way to create bonds. The design and formal expression stands as strong and easy concept, linking certain target groups in a direct way. The bonds may appear more affiliation than ownership.





III. 63 Social gathering combined with gardening workshop in the public park. The event was arranged by local enthusiasts and residents, and created the frames for new relations between neighbours.



III. 64 The residents in Sundholmshvarteret contribute to making the public space nicer. The participation gave them a new ownership to the area.



## SUNDHOLMSKVARTERET

Sundholmskvarteret is a socially marginalised neighbourhood in Copenhagen. Characteristic for this neighbourhood was the lack of maintenance for both buildings and outdoor areas, among these a small park. The streets were empty and vandalism a common feature, which eventually resulted in a feeling of being unsafe. Sundholmskvarteret contains a very diverse social composition and many different organisations with interest in it. One of the most important parameters in the development of the area was to enhance the resident's sense of responsibility. Therefore, a participatory process was important in order to strengthen social relations in the locally.

It has been important for the municipality to establish a base of municipal workers in the area but under a different name, not associated with the municipality. This was called 'Områdeløftet'. This is done in

*“What really had an effect, has been a bunch of formal and informal talks and meetings done in a period of years between different parts and Områdeløftet. The long process has been crucial for building relations.”*

(Christensen, 2014, p.38. Own translation)

order to create dialog with and between users of the area. In this way it is sought to establish collaboration between interested parties. Building relationships was a time-consuming process. For a long time, there didn't seem to be any progress because this part of activating a neighbourhoods residents, and encourage them to take part of the process, is mostly an invisible but very important part of the participatory process. To make the process visible for the involved, the municipality had to go beyond the standard procedures, which is described as workshops and interviews. This has resulted in a number of formal and informal talks across different social backgrounds. Over time, a local steering committee was formed and they started to arrange different activities, and transform the public space to a place where people meet and interact. This group of locals became the main facilitators in the area with Områdeløftet as counsellor, and step-by-step took over the municipality's involvement. At the emerging events, social relations has been strengthened by working together on creating new common elements in the park, such as outdoor furniture and planting beds where vegetables can be grown. In the end, this process has lead to a strengthened community , where temporary as well as permanent initiatives are now developing the area continuously.

The municipality has later on listed three important results for this project:

First of all it has been important to create a reason for involved parts to interact and start a dialog of how future development of the area could be. At the same time there are usually some legal as well as municipal regulations, which can be difficult to work with, and becomes obstacles in the further development. Secondly, it is crucial to establish common goals in order to unite residents, and make them work together towards achieving them, activating them to take action and use the potential of the local resources. Third and last consideration is the new relations and feeling of ownerships this process has given the residents. The participatory process has shown residents, that it pays off to take part in the development, and hopefully added a sense of responsibility. (Christensen, 2014)

## D I S C U S S I O N

Midjord is as many other places of a completely unique character. Anyhow, empirical knowledge gained through other projects, can still be used as an important part of the future development of Midjord. The investigation of the three cases, WiMBY! in Hoogvliet, and Superkilen and Sundholmskvarteret in Copenhagen has shown different ways and qualities of working with socially marginalised areas.

Overall these three cases can contribute to Midjord with knowledge within how to make a place welcoming and give ownership, how a participatory process can be executed, how temporary or permanent initiatives can be used and at last how local resources can be reached and mobilised.

If the purpose of Superkilen has been to give ownership to the users of this extremely public space, one might argue that the intention has failed. Having said that, the area still exudes of urban life and different activities. In other words, the area has proved successful creating a place with room for different kind of social and ethnical backgrounds, a place where both local and external users feel welcome. Superkilen remains an interesting case on how a place appears welcoming and democratic, but also an obvious discussion of what is missing in order to generate ownership to a place. The reasons can be various and other cases like Sundholmskvarteret and WiMBY! deals with areas, which are dominated by local users. In these cases ownership has proven most likely to occur in participatory processes where locals have been activated and played a fundamental part of the development in the area. The WiMBY! project illustrates very well how a participatory process can be executed, and how temporary initiatives in various extend can contribute to strengthening social relations. Furthermore WiMBY! addresses the different steps of the whole process, and how initiatives is planned so that they deal with different themes. This way of organising a development strategy seems useful in a project like Midjord, where there too are multiple subjects, which needs to be dealt with. Sundholmskvarteret is a nice example of how many resources a participatory process demands. It describes the importance of small informal meetings between residents and other actors in the area, in order to create common goals and together accomplish them. This way of unifying actors can definitely be relevant at Midjord due to the objective of obtaining common valuations in the area. The steering committee established in Sundholmskvarteret became a very important factor in the further development of the area; this could prove useful in Midjord as well.

Aware of the different basis in each case compared with Midjord, the obtained approaches and results are attempted interpreted in the development strategy at Midjord.



*The children of the neighbourhood are planting Easter flowers along the plateau*



P R E S E N T A T I O N  
T H E D E V E L O P M E N T S T R A T E G Y



## LEV E K Å R S L Ø F T S T O R H A U G

As already mentioned this thesis is written into an on-going process of enhancing the living conditions at the district Storhaug. In order to achieve a more nuanced picture of the actual situation LÉVA Urban Design were introduced to the process. (See appendix p. 96) First to supplement the results of the investigation with qualitative observations, and further to locate and mobilise local resources aiming to facilitate an including process enhancing the living conditions of the area. The process extends to all Storhaug, but takes point of departure in Midjord. Therefore the project site of this thesis.

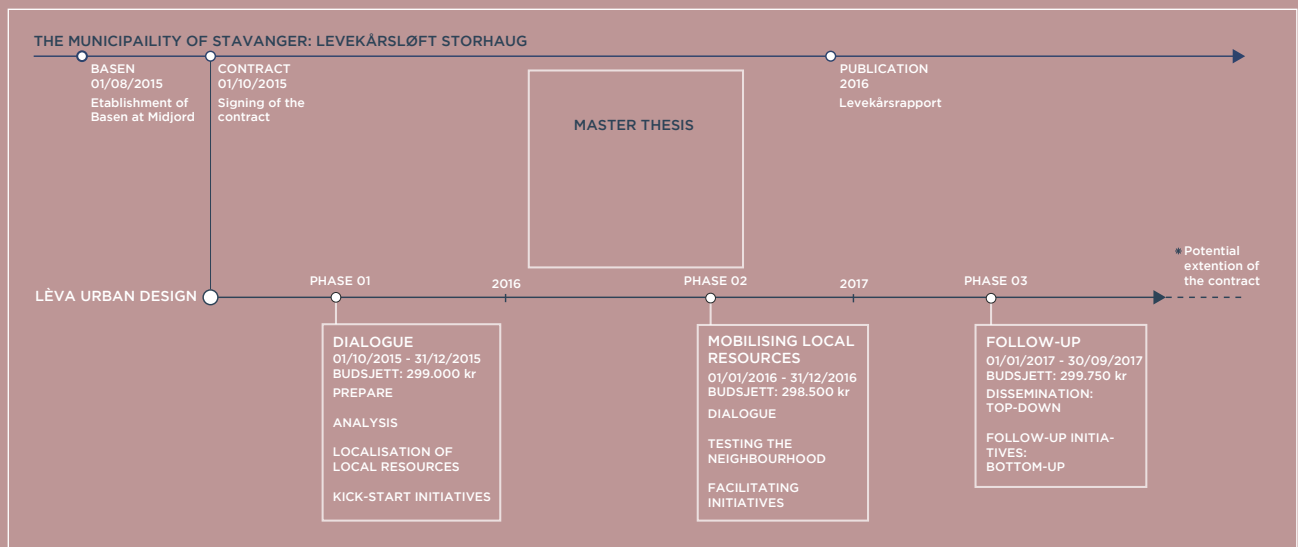
The diagram Ill. 63 illustrates the framework for the process of enhancing the living conditions at Storhaug. The department of living conditions and health at Stavanger municipality is the contracting authority, while LÉVA is hired to facilitate a three year lasting process with the opportunity for an extension. The development of an area never takes end. Cities are in continually transformation, but the goal is by mobilising local resources to give the community the tools to further enhance and maintain engagement in the neighbourhood.

The structure divides the process into three phases all with different main focus and partial aims. This thesis places itself in between phase one and two, as it appears from the illustration.

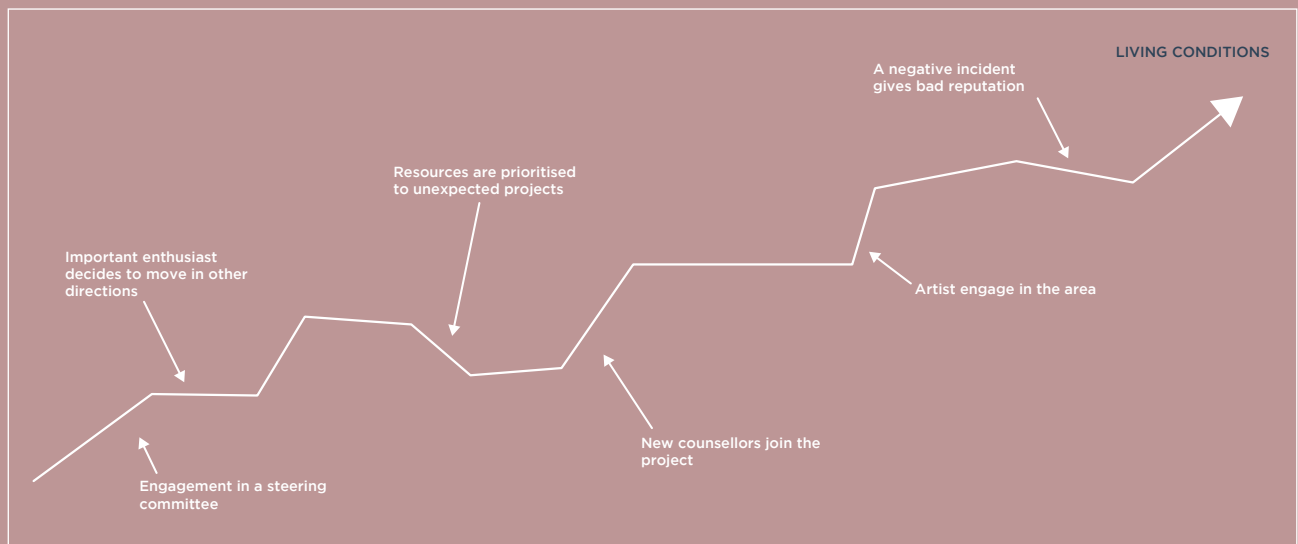
The phases appear at first sight fixed, but they are supposed to be seen as adaptable guidelines overlapping each other. Through the work until now it is experienced, that one action gives rise to a new. This means that the process all along takes new turns depending on each initiative or decision. This creates awareness of the importance of a facilitator, with competences within holistic thinking and a strategic approach. This has great value in order to secure the desirable development of the area.

A process like this has to be understood as dynamic. It will be shaped depending on the degree of participation, resources of the neighbourhood and many political impacts. It is furthermore important to accept that the process of enhancing living conditions in an area is not a linear line. The progress will be affected by ups and down that cannot be controlled. Ill. 64 illustrates how different factors impacts the development.

An overall framework indicating guidelines for the development is crucial in order to structure the process, but at the same time they must be understood as flexible, ready to embrace the challenges and potentials that occur.



Ill. 66 Description of this on-going process



Ill. 67 Illustration of the impacting factors in the process of enhancing the living conditions.

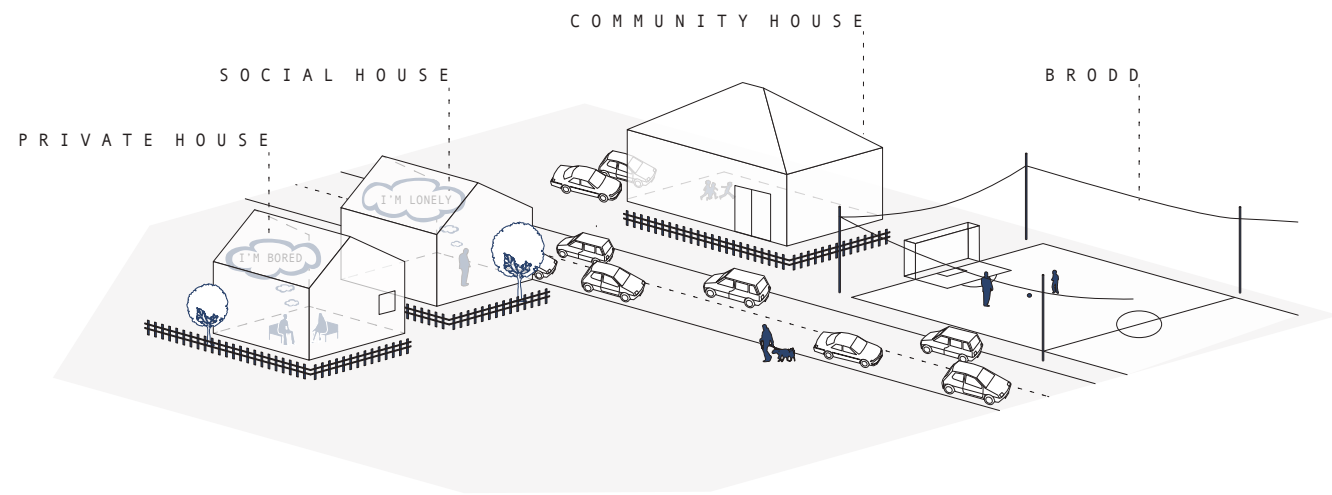
## P R I N C I P L E S

The illustrations to the right shows conceptually how Midjord can evolve during the implementation of the development strategy.

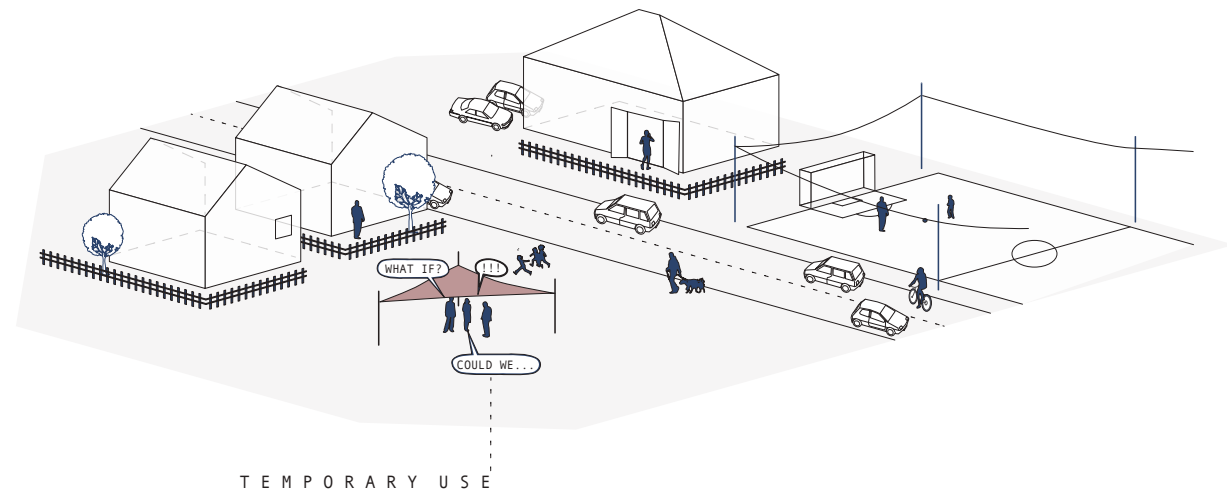
Ill. 65 shows Midjord as it appears today. The functions and different types of houses in the area is separated both physically and socially. The large amount of parked cars dominates the urban surface and prevents other social activities to take place.

Ill. 66 show a scenario where temporary initiatives has captured the in-between spaces and new social relations are created between people in the area. This has lead to the creation of a steering committee where local enthusiasts are empowered, and becomes a vital part of facilitating different steps in the development process.

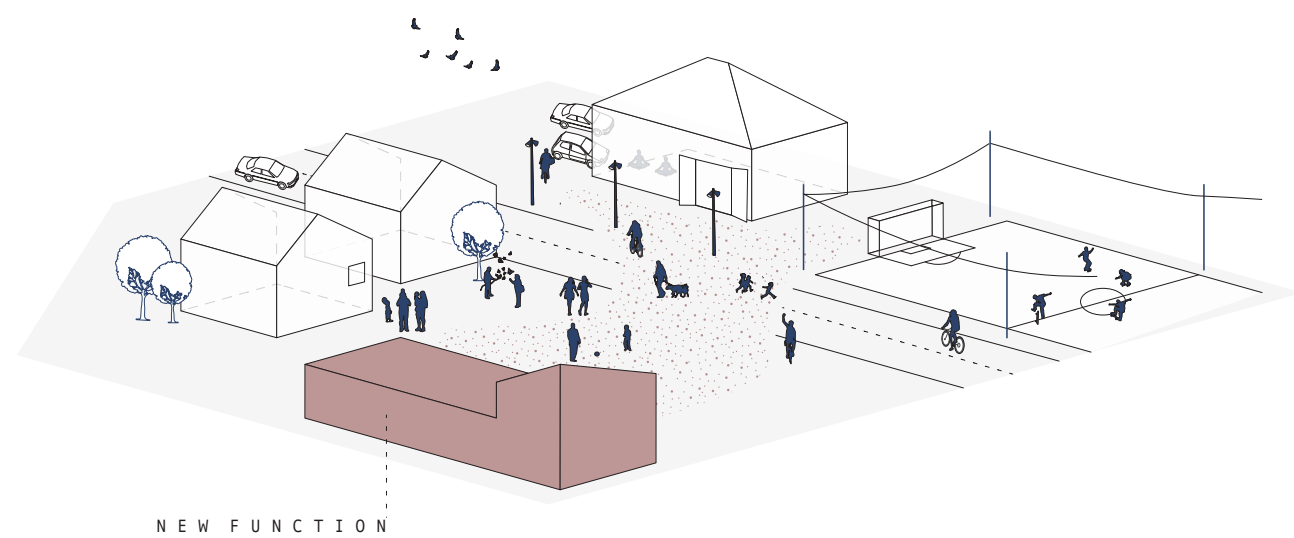
Ill. 67 illuminates the decrease in car traffic and how the public space has become a platform for social interactions. New functions are born and former barriers are removed, this has created a safe place where residents feel belonging and visitors feel welcome.



III. 68



III. 69



III. 70

## DEVELOPMENT STRATEGY

ACTIVATING A SOCIALLY MARGINALISED NEIGHBOURHOOD

DEVELOPMENT STRATEGY

ACTIVATING A SOCIALLY MARGINALISED NEIGHBOURHOOD

SCENARIOS

LEVEL OF ACTIVITY

The intensity of activities along the development

TOP-DOWN INVOLVEMENT

The degree of top-down involvement by the municipality or other authority

BOTTOM-UP INVOLVEMENT

The degree of bottom-up involvement by enthusiasts, residents or thrid parties

ACTORS

- AUTHORITIES  
Municipality, landowners
- COUNSELLORS  
Developers (LÉVA)
- THIRD PARTIES  
Artists, business starters, students
- LOCAL ENTHUSIASTS
- ASSOCIATIONS  
Sports (Brodd), voluntary, schools
- RESIDENTS

INITIATIVES

- SOCIAL
- PHYSICAL
- TEMPORARY
- PERMANENT
- GREEN MOBILITY

ACTIVITIES

Reference pictures of potential activities

LEVEKÅRSLØFT STORHAUG

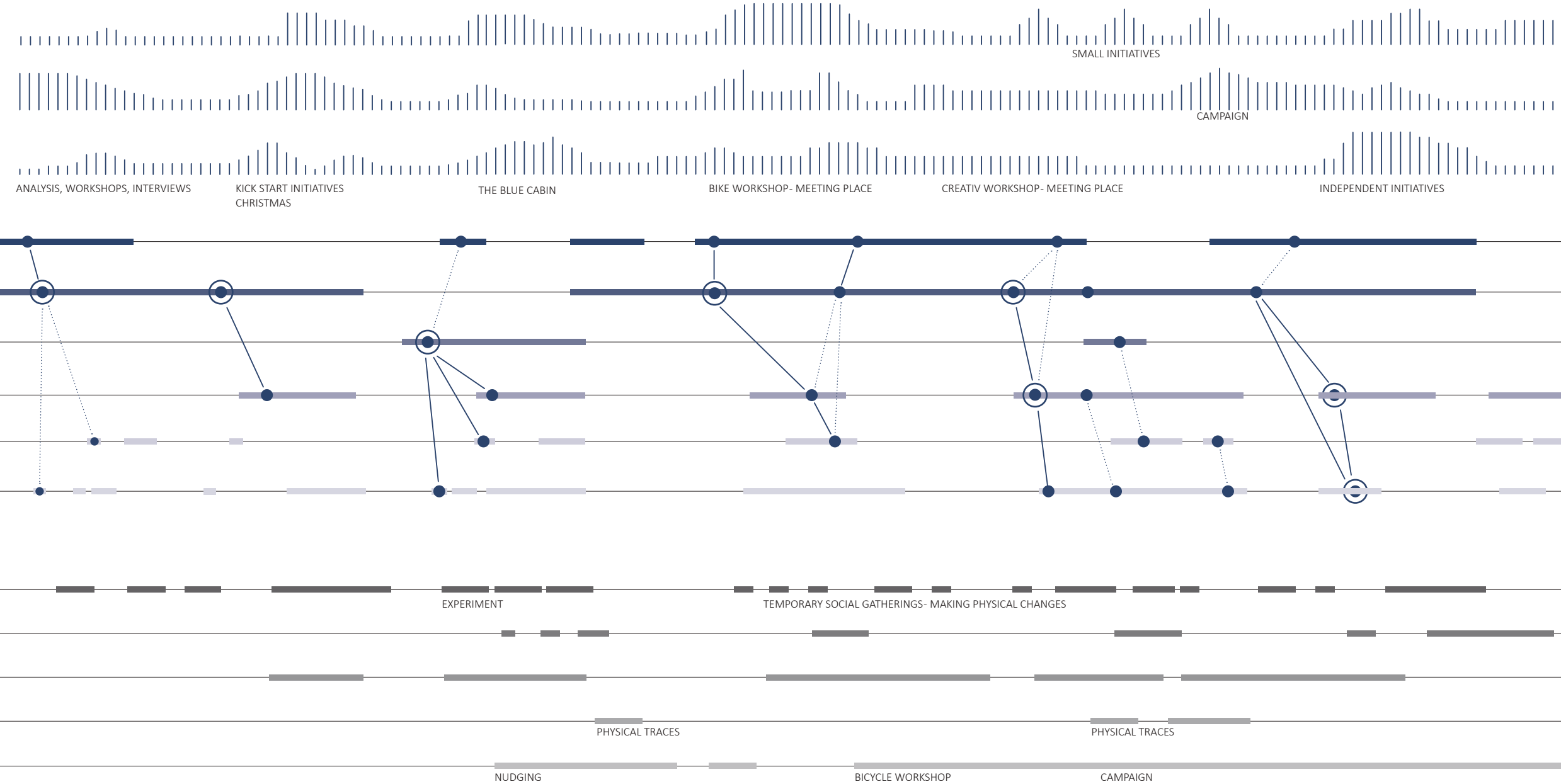
Three phases with different focus. Though the phases are expected to overlap one another.

The initiatives focuses on co-determination. People contribute with the effort and desire they feel like.



SCENARIO #1

The yard is a place for temporary workshops. The potential of Basen is unfolding, and testing out creative ideas for future initiatives. This scenario shows a workshop to motivate cyclists. The initiative could also be held as a gardening, workshop or café, where people of different social contexts gather around social and physical activities.



PHASE 1 - dialouge - localise resources PHASE 2 - localise resources - mobilising local resources



The residents are participating in a higher degree, which allows the municipal involvement to reduce. The engagement from local actors result in the desire to found a local steering committee.



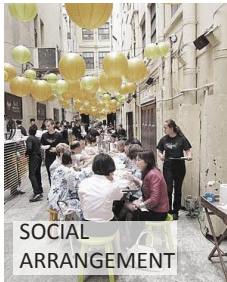
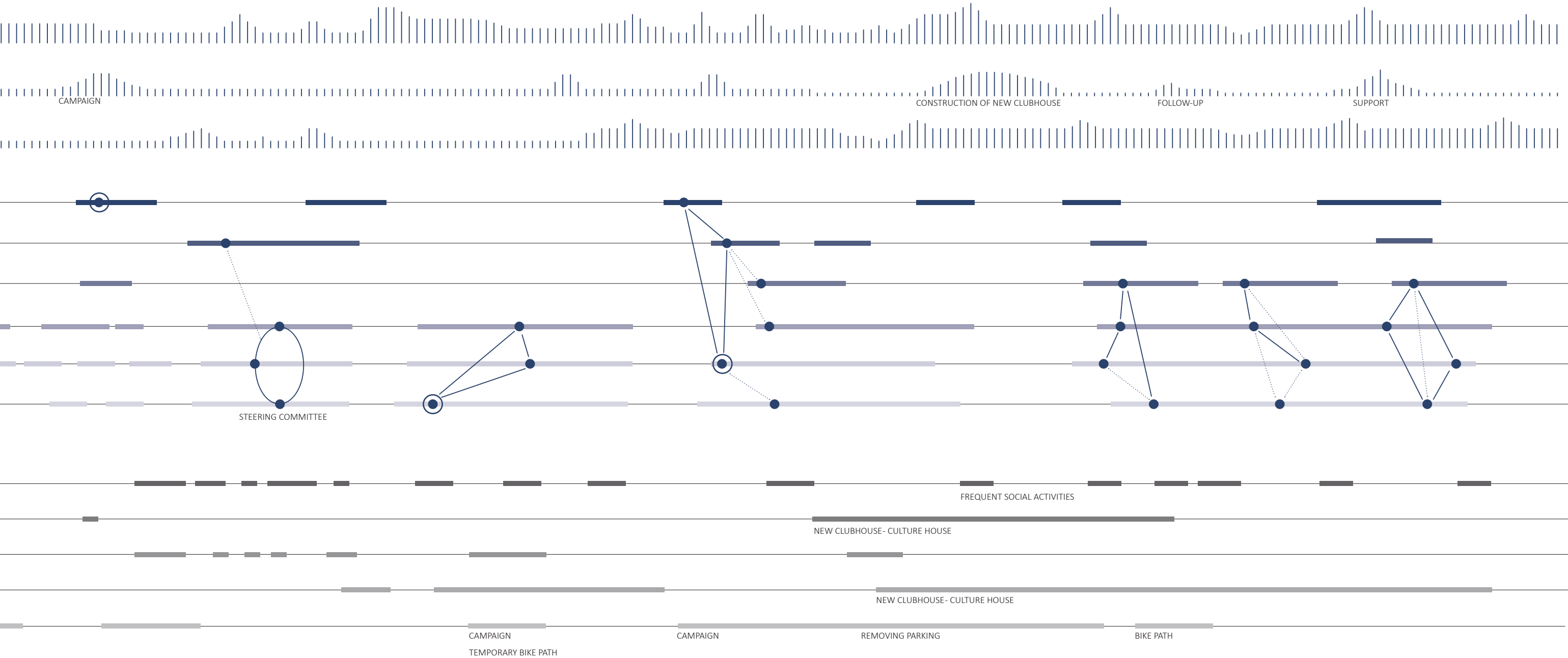
SCENARIO #2

The new steering committee consists of the enthusiast in Midjord. Together they arrange temporary activities e.g. common dinner, building furniture or shine up the public spaces. Construction of the new clubhouse is about to start, and the neighbourhood are arranging a gathering in the street to motivate more people to join.

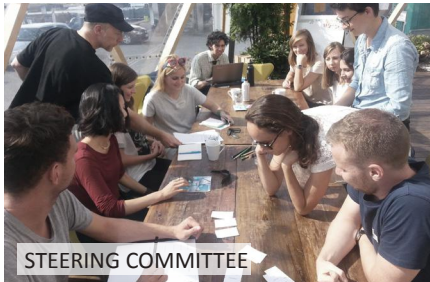


SCENARIO #3

The functions and people in Midjord have established new relations. The clubhouse creates the activities for a diverse group of people. Basen is now a café and the community house facilitates municipal functions and library.



SOCIAL ARRANGEMENT



STEERING COMMITTEE



CAMPAIGN



SOCIAL ARRANGEMENT



RESPONSIBILITY AND OWNERSHIP



COMMUNITY



PERMANENT CHANGES



## AUTHORITIES



The authorities often constitute the financial base for the development. They initiate the process and often has an organising role. The authorities can among others be municipal, landowners or investors.

III. 72

## COUNSELLORS



Different kinds of counsellors, introduced by the authorities to advise or facilitate parts of the process. Their competences within different fields are crucial in order to secure the development.

III. 73

## ASSOCIATIONS



Associations and societies active in the neighbourhood, such as sports clubs and local organisations.

III. 74

## THIRD PARTIES



People without direct relation to the neighbourhood, but with an interest in the development. The third parties could be all from business starters over artists to students and many more.

III. 75

## ENTHUSIAST



The enthusiast is a local resident or user with the desire and drive to engage themselves in the neighbourhood. They are responsible and loyal and essential to mobilise in the development process.

III. 76

## RESIDENTS



The diverse composition of people living in the area. The residents are all affected by the development and essential to engage in the participatory process.

III. 77



## SCENARIO 1

A temporary installation in the yard where people of Midjord can come and learn how to fix their bike. Both children and adults can use and contribute to workshops. Soon many more happy cyclist will hopefully be seen in Midjord!











## SCENARIO 2

The new clubhouse is under construction. This leaves Midjordgata in a temporary and messy state. Parking lots are closed down and containers dominate the expression. The local steering committee arrange the activities in the street while they wait.





MIDJORD BYDELSHUS 100M

PEDERSGATA 1.5KM

TUNET CAFÉ 50M





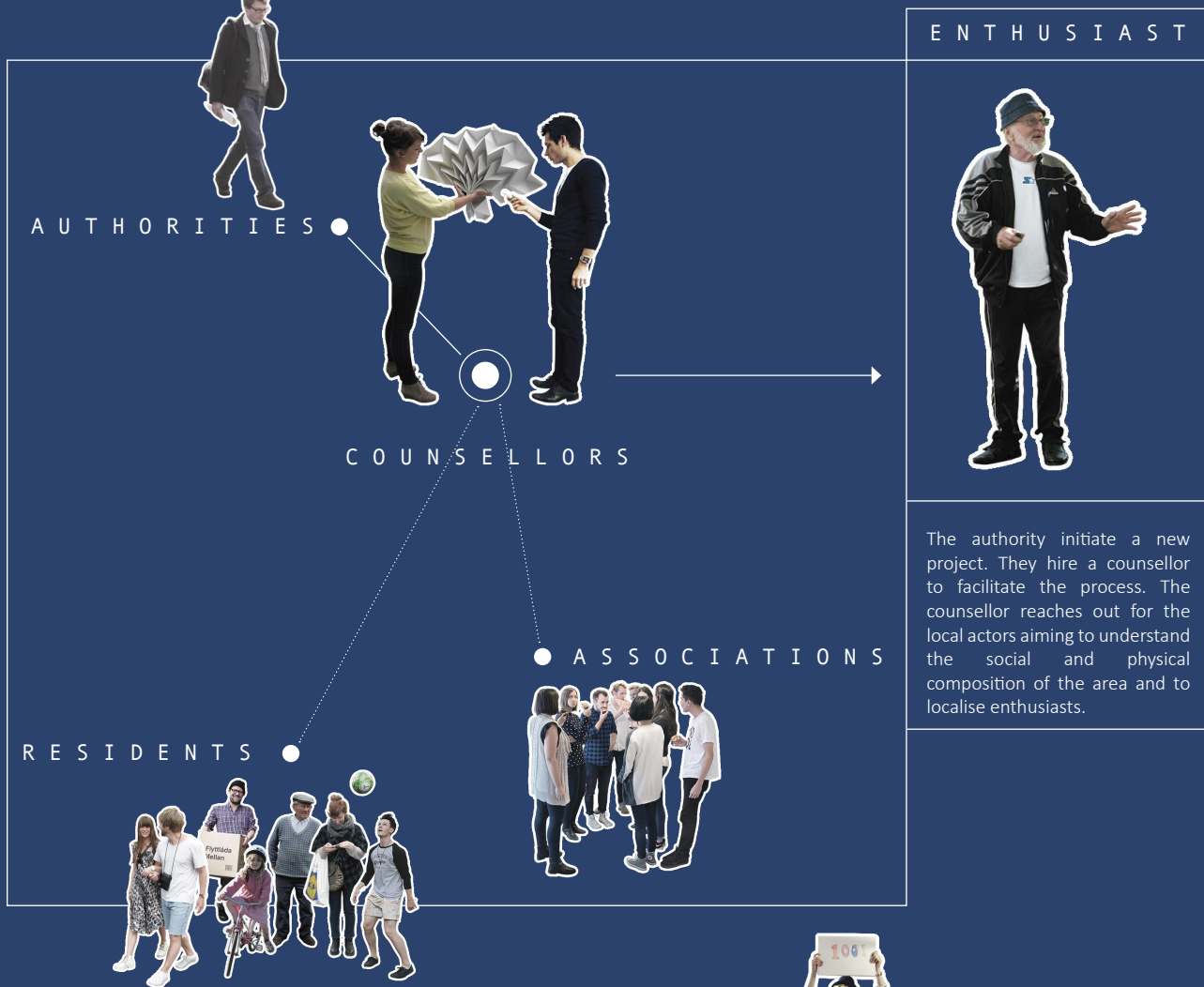


### SCENARIO 3

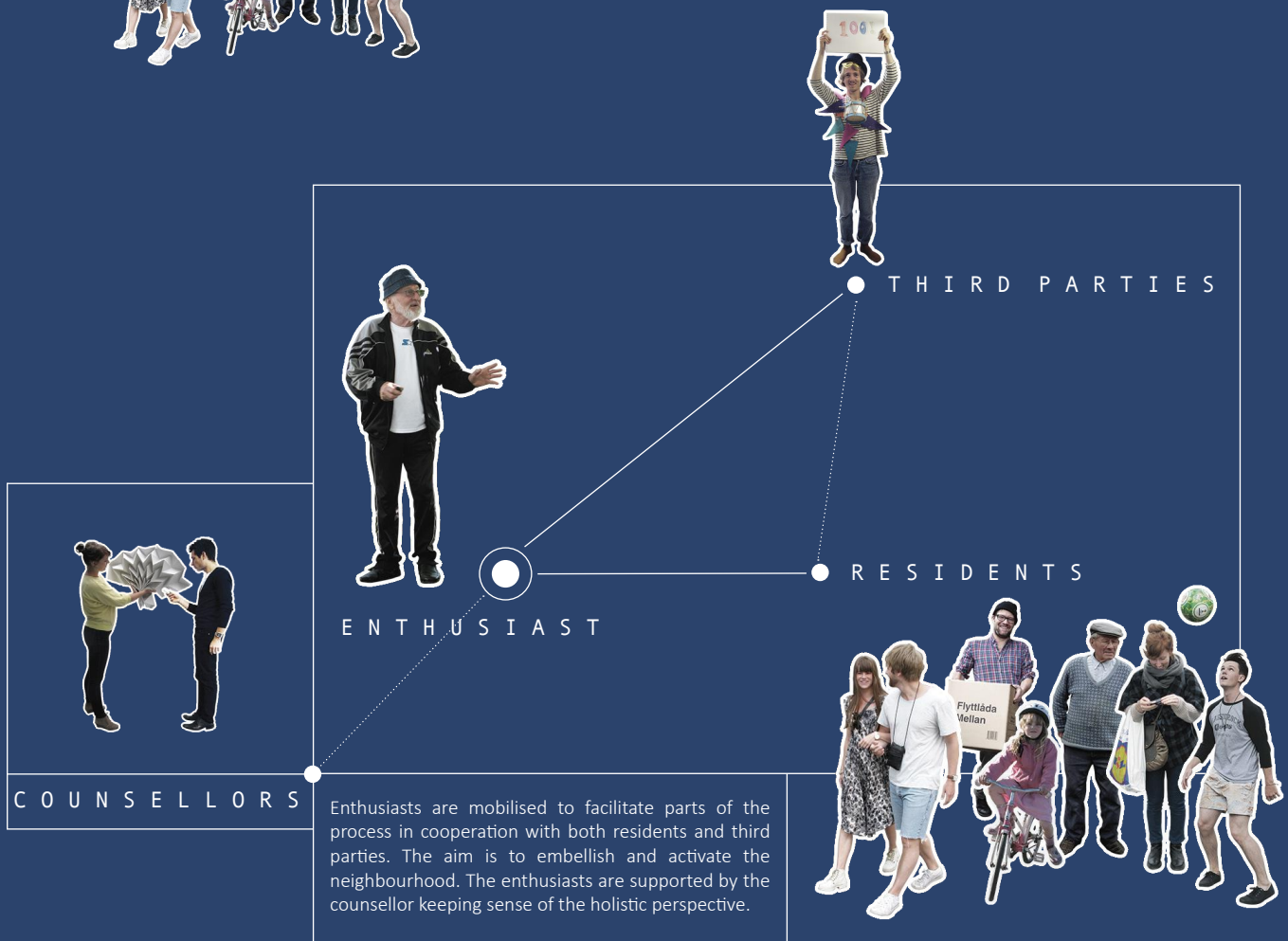
Midjordgata reveals a lively sense of place. The people are enjoying the shared space around the new clubhouse, which constitute the new meeting place for both kids and elderly.



# ACTORS



III. 81



III. 82

The different actors in play along the development of an area are interesting to look deeper into. It is of great importance that people with enthusiasm and a certain set of competences are active in different stages of the process. The role and involvement of the different actors are expected to change as the development progresses and thereby the needs changes.

This thesis proposes a development strategy presented as the progress over time. The development strategy illustrates the relation between the different actors in play along the process. It focuses on the relation between the actors, and further the connection between the actors and the initiatives. Six different groups of actors are mentioned as possible influences in the process.

On top there is the authorities covering the municipality, political interest, landowners or the like. At Midjord the municipality initiated a process aimed to increase the living conditions. This object forms part of an overall municipal vision of prioritising better living conditions while planning the city. The authorities create the structural frame and constitute the economical foundation for the process. The process is in a great extend depending on the authorities, in order to initiate projects and achieve larger and more permanent changes. The authorities have due to their position, usually the ability to push the development in a desired direction. Anyhow they cannot alone secure the desired result. This demands both facilitators at the site and endorsement from the local actors; residents, enthusiasts and associations.

Next there are the counsellors. In the on-going project at Midjord LÉVA represents this role. The counsellors are often introduced to the process by the authorities, and do thereby provide different competences for the customer e.g. the municipality. The counsellors act as advisors and facilitators through the whole or parts of the process. The involvement of the counsellors depend on the client. This means that even though the process might be in need of a certain set of competences these are limited according to prioritising the resources.

At Midjord LÉVA has an important task in localising and mobilising local resources. These resources are to be found among the residents and associations in the area. It is of high importance to involve all the actors at the site in the development process in order to set the frame for cooperation and heading towards the same goal. Experiment

The Blue Cabin showed the willingness to participation from at diverse group of people. This reveals a great potential for the further development and the building of relationships across different social group. A social development cannot take place without the backing from residents and users of the area. Without this, the development will result in a nicer looking environment, but face the same challenges socially as experienced today.

The municipality of Stavanger and LÉVA are external actors in the development process. A group of actors is referred to as local enthusiasts. The enthusiasts have a key role in the process of keeping the development rolling. Drive and desire to take responsibility for their neighbourhood are core values, which are indispensable to the process.

When trying to activate a socially marginalised area it is essential to involve the right competences in each state, to secure a successful development. Cooperation as well as ability to step in while needed, and to entrust parts of the process to others are central values in a development process. As mentioned earlier it is important that all parties involved are able to see their own interest in the plans, and thereby reaching for the same overall goal.

The development strategy illustrates how there is a change from extern facilitators to internal facilitators. This means that as local resources are mobilised, and that the role of external facilitators decreases little by little. The switch is not to be understood as two lines crossing each other. The extern actors will still be working, but in the background supporting and keeping the holistic overview.

Case studies have shown that a good way of activating a neighbourhood and secure the future development is to establish a local steering committee representing a wide spectrum of the local actors. This group would be the one carrying on with the initiatives supervised and supported by external actors. As the development progresses there are ways that the process can be more independent from the authorities. A tool as crowd founding or other ways of raising money can be introduced. This enables the bottom-up approach to finance larger initiatives.

The roles of the different actors are all important for the process, in order to accomplish the object of enhancing living conditions.

# INITIATIVES

## SOCIAL ACTIVITIES



Social activities gathering the people of the neighbourhood. The outcome of the activity can be of physical and social character.

## PHYSICAL CHANGES



## INITIATIV

## TEMPORARY USE



Temporary use exploring potentials and catalysing new programs. Temporality has the potential to give rise to future permanent initiatives.

## PERMANENT





In a participatory process different initiatives can be used as tools to motivate people. These initiatives can in various ways contribute to the process of enhancing the living conditions in a neighbourhood. Theoretical studies, cases and the outcome of the experiment illuminate the value of introducing different kinds of initiatives, while activating a neighbourhood. Initiatives can be used to everything from pleasure to empowering people to participation and making physically changes. The initiatives can be multiple, but the effect is often the greatest when reaching a wide and diverse target group.

The development strategy divides the initiatives into following categories: social, physical, temporary and permanent. An initiative can cover more than one of the categories. It can for instance be a combination of several, such as a temporary event, where physical changes are made through social activities or an initiative evolving from temporary to permanent.

In order to fit the initiatives to the process it is essential to understand the interested parties and how they can contribute to the development. The different initiatives will have dissimilar focus and programs depending on the actors in play at the certain stage. The aim and profit of the initiatives are expected to change as the development evolves and the needs changes.

A social initiative aims to gather the people of the area. The gathering makes it possible to meet other residents and thereby new relations can emerge. Meeting new people and socialising is valuable for the local community and can contribute to enhancing the living conditions in the neighbourhood.

A social arrangement is dependent on attendance. In order to create the settings for people to meet across social groups it is vital to reach widely and welcoming. A social happening can act as attractor, and motivate people to participate and thereby profiting the development in different ways. The initiative becomes a tool to get something needed through participation. The experiment The Blue Cabin exemplifies how an initiative can both inform people and gather data from users of the site through social activities. Furthermore, the participants took part in making minor physical changes embellishing the neighbourhood.

In the development strategy the social initiatives are focused on reaching as many residents and users of Midjord as possible. This is a vital part of the process to succeed, due to the lack of cooperation between the many different groups of people. By strengthening relations it is anticipated to both increase living conditions as well as creating a common ownership to the place. A socially strengthened community has the ability of making people feel responsible for the environment and each other.

Initiatives with a physical appearance or outcome have a great potential within visualising the process. A physical change can

due to its presence draw attention. Furthermore, the use of physical initiatives makes it possible for both residents and surroundings to touch and see the progress.

Making physical changes and thereby upgrading the settings is an important part of the development of an area. The project seeks to motivate people in their neighbourhood, and to involve them in the development, in order to create a neighbourhood where people care and feel belonging. Making people cooperate and improve the physical settings, stages the frame for social interaction between the participants. A participatory activity with the aim to better the physical environment gives people direct influence on the outcome, which contribute to the sense of ownership.

Using an initiative with a physical outcome often goes hand in hand with a social event. Meeting your neighbours around a practical activity creates the foundation for conversation and thereby to strengthen the community.

In the development strategy the physical initiatives vary throughout the process. In the beginning of the process the physical initiatives are of temporary character with keywords as low budget and easy accessible materials. This concerns minor embellishments or the establishment of new temporary functions e.g. a pocket park as a meeting place, which demands a high degree of user participation. As the development progresses some of the physical initiatives will expectedly be more complex and of more permanent character.

Temporary initiatives can be used in many ways in the development process. The development strategy introduces temporary use as a tool to investigate the potentials of different locations as well as testing out new concepts. Furthermore it can reveal unexpected results and become a catalyst for permanent functions. Temporary use opens up the possibility to experiment with different methods and approaches. A temporary initiative has the ability of setting the frame for informal meetings contrary to the functions existing at Midjord. By creating a mobile installation, different isolated areas can be captured and give a reason for residents to set foot on a place where they are not used to visit. This effect was seen in Experiment The Blue Cabin, which also unveiled the temporary initiatives ability to reach different social groups at different voids.

The aim of each initiative differs throughout the process, but the overall goal is to enhance the spirit of participation and strengthen the affiliation to the site, which eventually leads to better living conditions. At Midjord a diverse composition of initiatives is supposed to reach out to the many different social groups. Introducing initiatives of different character is an experimental way of developing an area step by step. This experimental approach is expected to generate a much stronger community where there is room for everyone and each resident feel belonging.

## GREEN MOBILITY



III. 84 Campaigns are frequently used around the world as a method to enhance bicycles.



III. 85 If it is more difficult for car drivers to move around in the city, green alternatives can become the easiest choice.



III. 86 Infrastructural change are necessary in order to improve the settings for bicycles, this makes it more comfortable to move around on bicycle.

As the introduction describes, Stavanger municipality wants to enhance green mobility. This involves public transport, walking and cycling. The aim of the development strategy at Midjord is to enhance living conditions, and the fact that exercise is able to strengthen health, social interactions, and result in a heightened well-being, makes green mobility an essential subject to incorporate in the project. The development strategy describes green mobility as a theme, which can benefit 'Levekårsløft Storhaug' and the other way around. Making changes in a city's infrastructure is a time-consuming and expensive process. If the majority of a city's inhabitants are drivers and daily experience potholed roads, traffic jams and lack of parking spaces, relocating resources and focus on green mobility can be a difficulty task. Most people know based on the tendencies around the world, that green mobility is the future. Anyhow, they still choose the car, because it is the easiest choice and the most comfortable in Stavanger, as the city is planned today. It demands a comprehensive effort to change this point of view. This involves making cars the difficulty choice and green mobility the easy. At some point the municipality can reprioritise the different types of transportation. Future infrastructural planning will result in creating permanent improvements of public transportation, creating separated car lanes, bicycle paths and sidewalks.

There are different ways of encouraging to the use of green mobility. This could consist of permanent improvements, temporary initiatives, campaigns, nudging, economic advantages etc. It all depends on where the different methods would prove beneficial in the process. An important part when trying to affect people's everyday transport routines is to show the positive side effects of walking, bicycling or taking the bus. It is important to brand green alternatives such as the electric bicycle, which has the ability to expand the scope of people being able to bicycle. Information is however rarely enough to change people's mentality, and may therefore expectedly be supplemented by and catalysed through the implementation of different initiatives.

Cycling Embassy of Denmark has published a catalogue of ideas for enhancing bicycles, it is based on experience gained through projects in a Danish context. Campaigns are frequently used all over the world to change people's mentality and daily habits. Through campaigns it is possible to brand green mobility and show the benefits of it, whether it's timesaving, social benefits, health related etc. In order to change people's way of transport, a campaign should be focused on a specific target group. The easiest group to reach are often those who already prefer the bike, which is not desirable and important to be aware of, however they do have the capability of making other people, choose the bicycle. If a campaign reaches too wide, there's a chance it will loose effect. Repetition is important, which is why many campaigns are annually repeated, and are therefore already acknowledged. The idea catalogue describes different methods of affecting people's behaviour within campaigns. (Cycling Embassy of Denmark, 2012)

Branding a campaign can be done in many ways, one of the most frequently used methods nowadays are different social media platforms. Social media has during the last decade become a useful tool when it comes to spreading information and events. Reaching people on such a wide platform can become weak and the attempt to reach the target group

can be lost. Campaigns are intended to increasing the use of green mobility in the longer term. What might have started out, as a competition where co-workers achieve something together, can afterwards become an eye-opener to the benefits of taking the bicycle to and from work. In this way, the campaign becomes a kick-starter of using green mobility. The method used in campaigns where colleges compete with other companies is called 'Gamification', it motivates people to participate by applying game design techniques to encourage the users to achieve their goals. (Wu, M. 2011)

Physical initiatives in the local space can impact each individual more personally. In experiment The Blue Cabin, nudging consisting of small sentences written on the pavement, were used to question the quality of Stavangers mobility and the program of Midjord. Supplementing campaigns with physical initiatives and the other way around is a widespread strategy. New job, new school, new house, changes in general makes people more open to other changes, hence different initiatives can benefit from each other and strengthen the overall message and participation.

Temporary or permanent initiatives are an important part of the development strategy. These initiatives could be workshops where people of all ages can swing by and fix their bikes and build social relations due to the common activity. Temporary installations focusing on promoting bicycles can hopefully increase the amount of bicyclists. Initiatives like a bike workshop, can be located at different spots all over the city, and be combined with the desire to make people visit different parts of the city. A bike workshop might not in a directly way effect the number of people choosing the bicycle rather than the car, but it is a way of branding the bicycle and thereby getting people to think of this alternative in a new way. There is a great potential in testing out temporary initiatives and their possibility of being permanent.

Making it more difficulty to take the car and give incentive to the use of other alternatives is an important part of the transformation. Fewer parking facilities, lower speed limit, change in hierarchy and making it more expensive to own a car, are ways of affecting people to consider other means of transportation. The football association is in the nearest future starting to build a new clubhouse. This will occupy parts of the parking along Midjordgata. It would be a great opportunity to remove large parts of the parking area. With nowhere to park, the car becomes less attractive while going to football practice; this makes space for new kinds of urban life. Making green mobility the easier choice calls for an improvement of the physical settings like enhancing public transportation, or creating bicycle lanes connecting Midjord to the rest of the city. This could profitably be tested out in a larger restructuring, bicycles could be given right of way on one of the minor roads connection Midjord to the inner city.

In order to enhance green mobility, it demands efforts of different character. Campaigns and social initiatives cannot do it alone. Incentives focusing on economics as well as larger physical efforts are essential in order to achieve major changes. Combining the methods presented above has the potential for making people pick the greener choice.





O U T R O

## C O N C L U S I O N

This thesis revolves around the development of the socially marginalised neighbourhood Midjord. The aim of the project is to enhance the living conditions, which due to different factors has shown to be rather low. Theoretical studies in relation to the project has been compared to observations and analysis done of the present environment that Midjord displays. As written in the theoretical discussion, Jane Jacobs talks about the streets as being the most important organ of the city, and specifies the importance of a diverse combination of people living in an area for the life that is created. Furthermore, Jan Gehl illuminates how the physical settings, has an impact on the way we sense and experience the city and thereby behave. At first sight the project site seems ordinary and peaceful. Anyhow, looking beneath the surface reveals the challenges Midjord faces due to the friction occurring between people with different social backgrounds. This thesis strives to devise a strategy of how the residents of a socially marginalised neighbourhood can be activated and empowered by the implementation of different initiatives. The strategy is completed on the basis of knowledge gained through; site analysis, theoretical studies, a 1:1 experiment, and studies of relevant cases.

The development strategy is intentioned to create the framework for a further development in the area. It is meant as a guiding tool to enhance the living conditions, activate local resources, and show how different interests in the area can attain common objects.

Socially marginalised areas are a result of a complex composition of factors. Both large and small as well as temporary and permanent changes can have an effect on the quality of the living conditions in an area. This project suggests alternative ways of thinking including development process, cooperation and prioritising of municipal resources, in order to reach a larger profit. The development strategy illuminates the importance of the relation between the different actors along the process. The right competences in a certain state of the process has paramount impact on the further development. The progress can be unpredictable for instance the variation in willingness to participate among the residents, as well as the appearance of new ideas or interested parties. This calls for a flexible structure leaving space for the

development to progress in different directions within the structural framework. At the same time, it indicates the value of a facilitator with a holistic mind-set able to embrace new ideas and juggle different interests while keeping the overall aim in mind.

Through experiment – The Blue Cabin the value of temporary initiatives was examined. It was shown how temporality can be executed and which effect it has in a participatory process. The experiment worked as a tool for mobilising local resources and empowering residents to participate in the development of their neighbourhood. At the same time, the output gave an indication of the local resident's willingness to participate. The experiment gave direct profit to the strategy and to the on-going project 'Levekårsløft Storhaug'. The activities made the process visible and reached a diverse composition of residents and users, which LÉVA within the given resources have not succeeded with yet. The experimental approach and temporary use focus the attention on the present use of the project area, and opens up to new ways of exploring the site potentials. The physical outcome of the experiment was of minor character. Anyhow, the effect occurred to have a large impact, which was experienced through positive response both verbally at the site, and on social medias. The social activities were able to gather people across social groups and thereby break down some of the invisible barriers in the area, and further contribute to the sense of community. The participants cooperated in order to achieve the physical outcome, which constitute a step towards taking responsibility of their neighbourhood. In general, The Blue Cabin showed great potential within an experimental approach, creating positive stories and thereby enhancing the brand of Midjord.

The development strategy shows the relation between different actors in the area, how these enter the scene as the process progresses, and which sort of initiatives would be beneficial to implement in different parts of the process. The strategy is as mentioned, a guidance to enhance the living conditions at Midjord. In order to do so case studies and theory has shown the importance of reaching and empowering the local community.

Every man for himself is a common tendency of today's society. It is therefore a great challenge to motivate a diverse



composition of people to engage themselves in a mutual interest. Thus, it is important for the residents to see how participating benefits themselves and in addition the rest of the neighbourhood. The experiment showed that an intervention is capable of visualising the process and that it might activate other actors in the area. An intervention can as well function as a catalyst, examining the potentials of different places and by keeping the same appearance make new connections.

A situation generated by the experiment illuminate this clearly. The Blue Cabin was on its second location. A foreign lady living in the social houses noticed the intervention on her stroll the day before. This time she came by out of curiosity to know, what was going on. The following day she visited the intervention again at the new location. The conversation evolved more about her few hobbies and her view on the community house. She describes it as a place where she does not feel welcome, because she does not know anybody and therefore never uses it. The Blue Cabin acted as a tool to build relations, and showed its potential of drawing attention from people who would have been difficult to reach through interviews and workshops.

The cities undergo continually transformation, and the development of an area will never take end. It is therefore vital to understand the development as a process consisting of many parts and steps all impacting it in different ways. In this sort of relation building processes, it is important to be ready to embrace the challenges and potentials that occur.

At Midjord the development strategy suggests an experimental approach staging the scene for a bottom-up movement. This is done with the aim to reach an understanding of the area through the eyes of its actors, and thereby gain insight to the different interests and agendas. In order to motivate people to participation the different interests are visualised throughout the development. Hereby people are empowered to take responsibility of their own neighbourhood, which constitute the foundation for an area where people feel belonging and safe. The experiment shows the first step of how this can strengthen the identity, and thereby the reputation of the neighbourhood.

## R E F L E C T I O N

Today's cities are complex compositions of people, cultures, atmospheres, money and the physical environment. Friction is to be found everywhere, either it is the origin of incongruity and challenges or the border between diversity. In the theoretical discussion Katja Szymczak states how a transformation can take place as soon as spatial and social conditions are present. She describes how cities become laboratories and public spaces the fields of experimentation. The process of developing a place for the better is to be understood as long and complex. Due to the complexity they must be approached processual.

Furthermore, Jan Gehl accentuates the influence of the physical environment in order to stage the right settings for urban life. Case studies have shown how a transformation of a place takes both a physical and social effort. Katja Szymczak suggests a bottom-up strategy starting by contacting residents and setting up for new connections and networks in order to change a place. Approaching an area from the bottom-up gives insight to the potential resources of the place and the traces of the identity, which needs to be enhanced. Most importantly the area is approached through its users.

Good living conditions is all about how people experience the place. The project site Midjord is plagued by a bad reputation, which creates an unsafe sense of place. Feeling safe is essential while talking about good living conditions. The interesting part is that the rumour often starts among the residents. Therefore, a change of reputation has to start from the inside out.

The Blue Cabin was introduced to the project site as the central object for an experiment. The aim of the experiment was to either confirm or deny a thesis of statements interpreting theory. The experiment was executed in 1:1. When aiming to activate a socially marginalised area as Midjord it is essential to reach a target group as wide as possible. It is in general not realistic to reach everybody. People are different, have different resources and preconditions in life. This means that not all feel able to contribute, while others are simply not willing to participate. Traditionally used methods such as workshops and interviews in a participatory process are tools that are able to collect opinions and ideas of the residents. These are well-employed and useful methods, but with the downside that they often reach the same group of people, which would participate anyway. It has to be easy and clear to take part regardless physical or social circumstances. This means that the process should provide for participation on terms of the people. The experimental approach opens up

to new ways of reaching out. The Blue Cabin did due to its presence in the area act as the icon of the happening, while visualising the ongoing process. Incorporating knowledge about the use of the area during the day turned out as profitable in order to reach people on their daily commute. It is easier to make people participate when they do not have to make a major effort to take part. The Blue Cabin showed fruitful as an initiative where people can meet around something practical and interact. It has proved how different initiatives can create the frame for an informal gathering. This appeals to the more marginalised residents of the area, as a platform to build relations and trust. In contrast to the traditional methods, this thesis focuses on making the process visible, something this thesis has gained empirical foundation on, and therefore can recommend.

A transparent process is essential in order to maintain the motivation. Visibility makes intangible values touchable. People can relate to physical objects and results. It is of great value when an experimental approach using temporality as the tool that within a short matter of time and economical frame can create results. A visual result shows the benefit and purpose of participating.

Municipal visions and development plans are often devised with a specific time horizon. This is however not always possible, which is why the development strategy in this thesis is created without a fixed time perspective. The reason for this shall be found in the importance of activating the local resources, which is an unknown time factor. Some partial goals must be achieved before others can start, among these are the localisation of resources and local actors. Mobilising these resources can lead to the creation of a local steering committee, which has the potential to carry on the development. This strategic thinking demands a more flexible way of planning the city and the municipal resources bound to it. Cities evolve over time and new situations occur, this calls for new approaches to the city development as well. The conclusion illuminates the importance of a flexible process structure, which allows a dynamic development to take place. This applies adapting and embracing what might become visible while working with people. At the same time a structure with partial goals that are able to document and deliver results is necessary. To manage a fine balance between structure and flexibility the top-down bureaucracy and bottom-up can cooperate and thereby be useful for each other. The planning from the top is necessary in order to keep the structure and financial part of the process. But the downside of top-down

planning is the long lasting processes from idea to action due to bureaucracy within the political processes.

Combining the qualities of a top-down and bottom-up planning creates an including process, where the large investments from the top is fitted to the situation played out bottom-up. This increases the chance for successfully developing a place in which the people feel included and thereby takes responsibility.

A bottom-up development is nothing without the enthusiasts. One single person can constitute a key value in the development. Localising the right resources is therefore all-important in order to succeed. The great reliance on the enthusiasts makes the process vulnerable. At Midjord the engagement among residents and local actors is great. This makes a solid platform for a bottom-up development to take off. Socially marginalised neighbourhoods with fewer resources and lack of motivation demands a much larger effort to mobilise. This requests an experimental progress testing different methods in order to reach people, that do not care in the beginning. Therefore, a bottom-up approach can be very time consuming.

Local actors and enthusiasts are crucial players in the process of changing a place, but what happens to these persons when the living conditions are increased and the goals achieved? Is the value of the enthusiasts just seen as a tool in the process or is there a place for them in the future picture of the place? The answer to this question depends to a certain extend on both the place and the person. The local enthusiasts are involved as a person, feeling emotions and loyalty to their neighbourhood. When the prioritised resources come to an end, and the authorities leaves the area, the risk of leaving the enthusiast feeling used occurs. Due to this the authorities or counsellors have an essential responsibility within engineering for the future process.

What does it take to achieve good living conditions? One might argue that it depends on the individual perspective. Regardless, there are some basic needs that have to be fulfilled. The conclusion of the report 'Levekår i Stavanger' is based on material and cultural aspects. The report mentions factors such as the level of education, income, demography and migration. These factors have a say in understanding the living conditions, but there is more to the equation. Said in other words: high migration and low average income is not equal unhappiness. Theory has on the contrary shown how

social relations is a crucial factor to the way we experience the quality of our lives.

A neighbourhood with good living conditions is a place, where the residents feel happy, safe and belonging. Getting to know the people of the neighbourhood is the main key to create these feelings. Developing an area must therefore focus on gathering a community that welcomes diversity. Meeting people different than yourself is the first step towards mutual respect and understanding. Barriers must be transformed into borders. Experimenting with different domains and uses challenges the subconscious understanding of the composition of the place. The Blue Cabin showed within a short matter of time, how it is possible to mix the programs and people of the area through activities. (See Experiment Report)

The methods tested in the experiment and case studies shows great potential within the suggested approach of the development strategy. The bottom-up process based on user participation and temporality is as mentioned earlier able to deliver results within a short matter of time. Though, it is interesting to take a look at who these results are visible to? Due to the parameters impacting the result of the municipal living condition report, the achieved outcome of the development might not occur fully in the next report, even though the quality of the living conditions are experienced increased. This question the way the municipality defines and chooses to investigate the living conditions. It is indeed positive that they focus on the quality of the living environment, but it is vital to be aware of, what it is the investigation bases the conclusion upon. The report indicates a general picture based on a certain kind of information, but while working with city development all nuances can be fruitful to exam in order to piece together the actual situation. Otherwise there is a risk of prioritising the limited resources wrong.

One might ask to whom the results are important to be visible? Working from the inside out the people of Midjord are those who primarily should be able to see the profit of the effort. Residents thereby becomes pioneers of the development of their neighbourhood.

Socially marginalised neighbourhood is a vague term and the proportions and amount of the problems emerging at different areas can differ considerably. As mentioned in the paragraph 'Levekårsløft Storhaug', the development strategy shall be seen as a flexible plan providing guidelines to how



socially marginalised areas can be approached. Midjord might face some complex challenges, but the physical settings does not seem to be the main problem. No neighbourhood looks exactly the same, or contains the same composition of people. Therefore, a development process will be different each time. Every process has to be seen and understood in its contexts, but the approach and tools used are universal. Midjord does at first sight not look like a socially marginalised area on the surface. The coloured wooden houses with picket fences surrounding private gardens has an expression far from the ghetto looking concrete blocks placed on open expands of grass fields. When talking about the site in relation to other disadvantaged areas the question occurs, if the situation at Midjord is comparable to more radical cases. Regardless the physical settings at Midjord differs from the traditional ghetto districts, the project site is still facing similar challenges within social composition and the following dispute. Equally important are the social separations, which can define where certain people move around and socialise. Midjord is an ideal place for this approach, due to the ongoing project 'Levekårsløft Storhaug', where Midjord is the first focus area, and therefore a great opportunity to document the process and thereby use it as a guide for following projects.

In a context like Midjord, focus will be on the creation of social interactions, reaching common objectives between different social groups and in the longer run creating new permanent improvements in the area. The reason why a strategy for developing a socially marginalised neighbourhood should be thought of as flexible is due to the complexity of the different situations. In more extreme cases one would address the situation the same, but work more within e.g. decomposing barriers, which creates gated communities, and in a higher degree implement permanent improvements early in the process to kick-start the development and make it visual. The tools and initiatives can be adapted in both more or less extreme cases. The outcome of initiatives can be very different depending on the context they are applied in. If the strategy was to be interpreted into other places, the proportion of different initiatives and amount of them would have to be suited the specific context and the circumstances emerging.

One of the most important parts when trying to develop this type of neighbourhood is to obtain common goals between different actors. If the cooperation between involved parts are missing, the development will be prolonged or in worst-case stall. Fieldwork at Midjord has shown the same challenges, which were described in the case study Sundholmskvarteret, where different actors is opposing each other even though

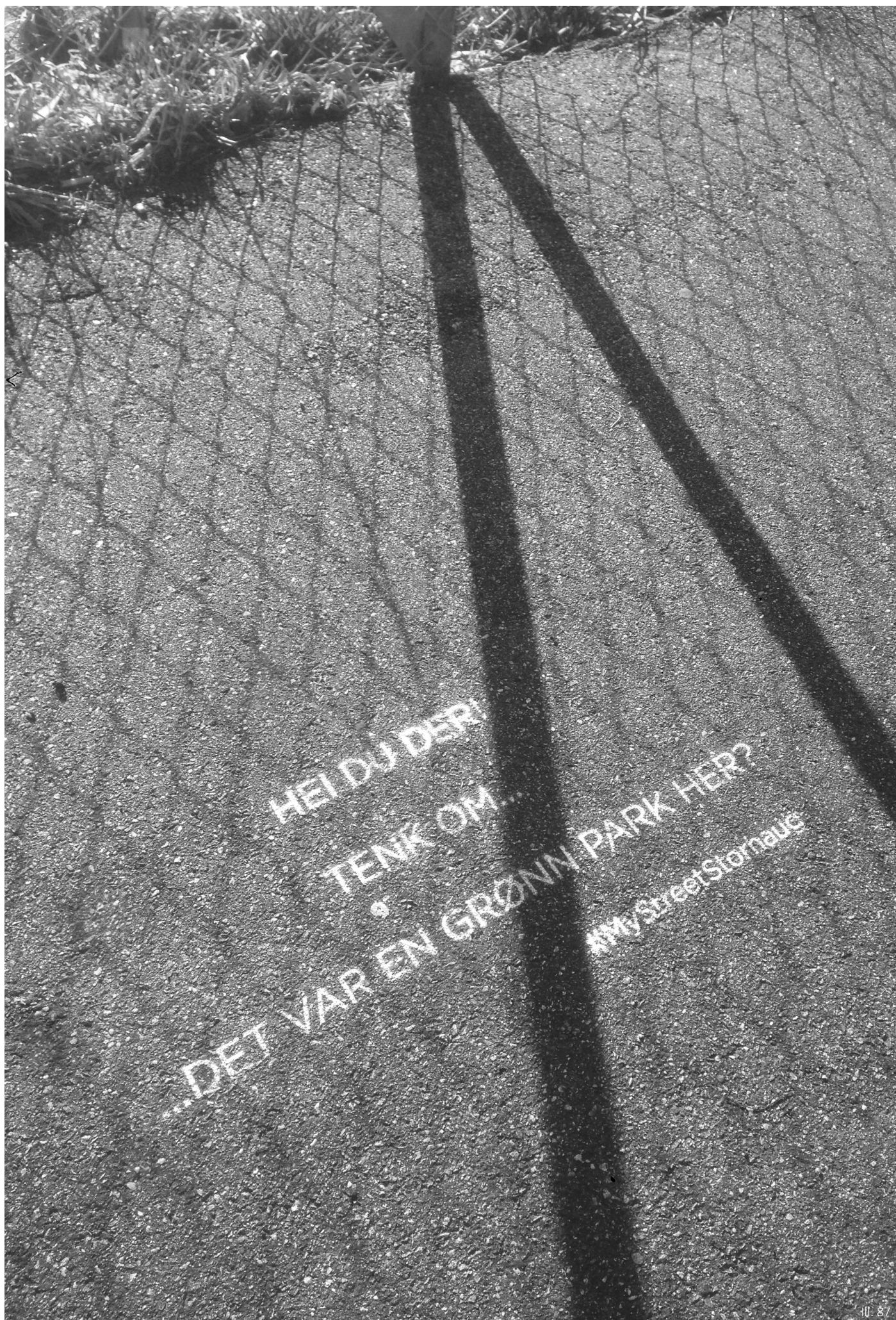
the overall goal is the same. Especially different departments within the municipality displayed large disagreement. Many are willing and interested in cooperation but see it as a negative challenge instead of an opportunity to explore the traditional way of working. Furthermore, it only takes one person to stand in the way for a positive development. This results in a weak development. The municipality and costumer, who want to increase the living conditions, can at the same time be the largest obstructions on the way to achieve this goal. This calls for alternatives methods, mind-sets and constitutions in a holistic perspective.

Working at Midjord and taking part in an ongoing process has shown value in choosing an experimental approach while dealing with the complex process of city development. An approach, which step by step fits the current and always changing situation of the place. When aiming to transform an area it is due to the composition of today's cities not realistic to follow a fixed to-do model. Global urbanisation, immigration and other major changes constitute some of the impacting factors challenging the understanding of the world's cities. In a Norwegian context these might not occur as drastic as other places. Anyhow, Stavanger is currently facing a major crisis, as a consequence of the changing world. This causes changes of the economical fundament of Stavanger, which forces the municipality to rethink the city brand and thereby planning of the city. The current situation in Stavanger can be seen as an opportunity to motivate and introduce an experimental way of thinking, because the municipality is forced to do something.

Implementing an experimental approach within a municipal city development demands a change in the practised work routines. An introduction of more experimental approach constitute a contrast to the time consuming bureaucratic processes, as we know them. When working with city development it is sometimes essential to act in the moment. Paramount situations and persons with innovative ideas might occur. These can be important players in the process. Situations like these are fleeting and therefore needs to be embraced. They do not wait for the municipal process to fit them. An experimental strategy has the flexibility to catch the ball and embrace situations like these, as they emerge.

Combining municipal top-down planning with experiments motivating, testing and developing new methods is beneficial for the municipality in order to keep up with the constantly transforming cities. An approach fitted to the situation is essential while creating the structural framework for a dynamic process to evolve in.







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## I L L U S T R A T I O N S

III. 1-53:	own illustrations
III. 54:	<a href="http://www.fredericiac.dk/byliv/faciliteter">http://www.fredericiac.dk/byliv/faciliteter</a>
III. 55:	own illustration
III. 56:	own illustration <a href="https://www.facebook.com/events/1760938304127588/">https://www.facebook.com/events/1760938304127588/</a>
III. 57:	own illustration <a href="https://www.youtube.com/watch?v=fGA9MX8kbuY&amp;feature=youtu.be">https://www.youtube.com/watch?v=fGA9MX8kbuY&amp;feature=youtu.be</a>
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III. 89:	LÉVA Urban Desing, 2015
III. 90-9	own illustrations

## A P P E N D I X



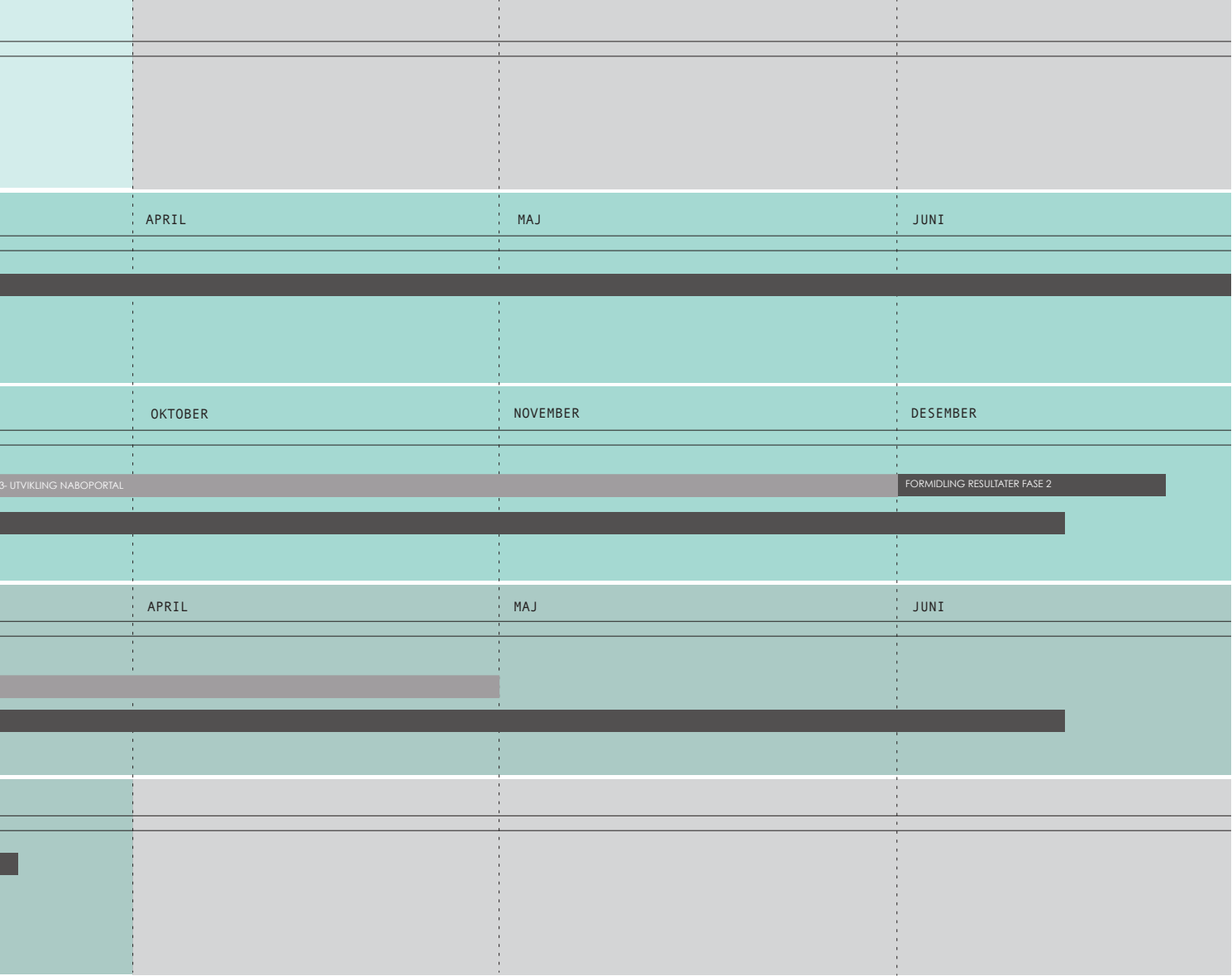
# LEVEKÅRSLØFT STORHAUG

## FREMDRIFTPLAN LEVEKÅRSLØFT - STORHAUG BYDEL

Fremdriftsplanen er lagt opp slik at det blir kontinuerlig i arbeidet i løpet av de neste 2 år, men allikevel med pauser til refleksjon og videreformidling av resultatene underveis. Første fase er satt opp med en områdeinndeling med basis i et målrettet dialogarbeid som må gjennomføres med fokus på hvert område. Videre i fase 2 og 3 er ikke fremdriftsplanen inndelt i områder, da det forventes at mange av initiativene og mobilisering av ressurser vil gå på tvers av en områdedeling og bør ikke bli for rigid. Det vil allikevel være fokus på å arbeide med alle tre områdene å sikre at initiativer blomstrer frem i alle soner og at alle blir hørt i de ulike sonene. Det er en målsetning å gjennomføre hele fase 1 i løpet av 2015, slik at våren 2016 kan benyttes til å mobilisere ressurser og utvikle ideer til tiltak. Våren og sommeren er et godt tidspunkt for medvirkning og arbeid ute i felt. Høst vil bli brukt til å samle opp å følge opp initiativer.

Fremdriftsplanen må ses som veiledende, og vil bli oppdatert underveis. Det vil også bli laget halvårsplaner som er mer detaljerte etter oppstart.

FASE 01: 2015 <small>01/10/2015 - 31/12/2015 BUDSJETT: 299.000 kr</small>	OKTOBER		NOVEMBER		DESEMBER
	OMRÅDE 1	ANALYSER-FORARBEID	DIALOGARBEID/FORMIDLING		OPPSUMMERING/FORMIDLING/OVERGANG FASE 2
	OMRÅDE 2		ANALYSER-FORARBEID	DIALOGARBEID/FORMIDLING	OPPSUMMERING/FORMIDLING/OVERGANG FASE 2
	OMRÅDE 3		ANALYSER-FORARBEID	DIALOGARBEID/FORMIDLING	OPPSUMMERING/FORMIDLING/OVERGANG FASE 2
FASE 02: 2016 <small>01/01/2016 - 31/12/2016 BUDSJETT: 298.500 kr</small>	JANUAR		FEBRUAR		MARTS
					DIALOGARBEID/FASILITERE INITIATIVER
			TEST NABOPORTAL		
				FORMIDLING RESULTATER FASE 1	
	JULI		AUGUST		SEPTEMBER
					OPPSUMMERING/FORMIDLING/OVERGANG FASE 3
		FELLESFERIE		OPPFØLGING INITIATIVER	
FASE 03: 2017 <small>01/01/2017 - 30/09/2017 BUDSJETT: 299.750 kr</small>	JANUAR		FEBRUAR		MARTS
				FORMIDLING TOP DOWN PLANLEGGING	
				OPPFØLGING INITIATIVER BOTTOM UP UTVIKLING	
	JULI		AUGUST		SEPTEMBER
		FELLESFERIE		FORMIDLING TOP DOWN PLANLEGGING	FORMIDLING RESULTATER FASE 3
				OPPFØLGING INITIATIVER BOTTOM UP UTVIKLING	





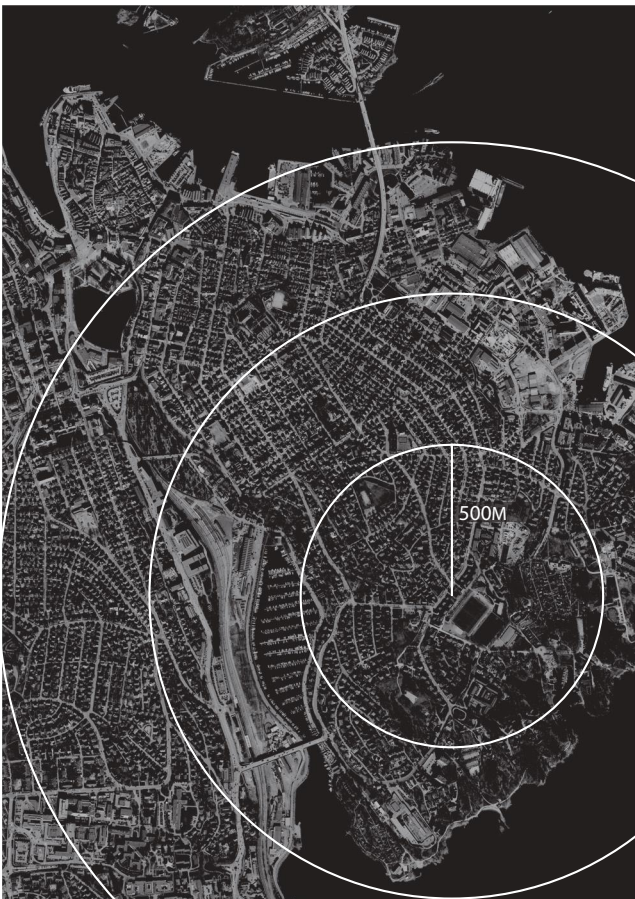
# CONNECTIONS



III. 89 Main car routes between Midjord and the inner city.



III. 90 Preferred routes to the inner city when travelling by foot or bike.



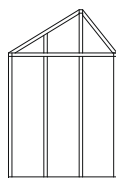
III. 91 The distance from Midjord to the city centre.



III. 92 Buslines connecting Midjord and to the city centre.





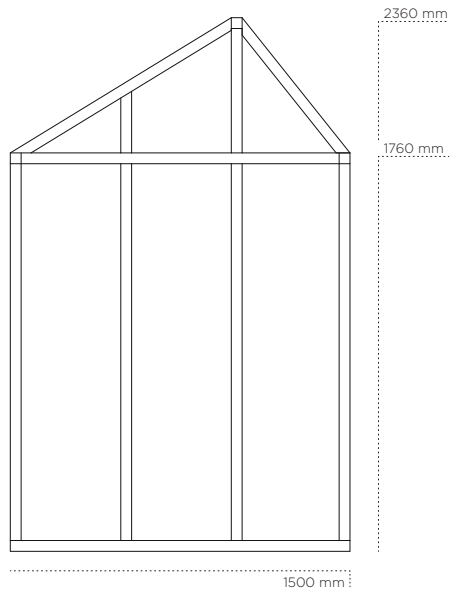


**MASTER THESIS- URBAN DESIGN**  
Spring 2016

Department of Architecture, Design & Media Technology  
Aalborg University

1:1

# EXPERIMENT REPORT







# T I T L E

M I D J O R D

*Activating a socially marginalised neighbourhood*

## EXPERIMENT REPORT

SUBMISSION DATE	25.05.2016
SUPERVISOR	Lea Holst Laursen
TECHNICAL SUPERVISOR	Niels Agerholm
COPIES	10
PAGES	41

## MASTER THESIS - SPRING 2016

MSc04 - URB 3

Urban Design  
Department of Architecture, Design & Media Technology  
Aalborg University

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# P R E L I M I N A R Y   S T U D I E S

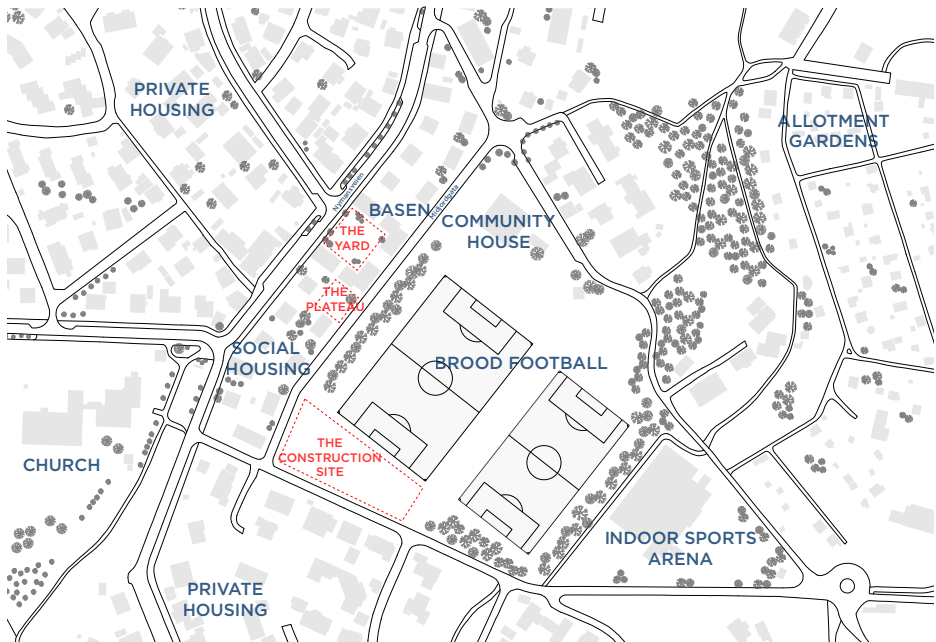
This report documents and presents an experiment investigating the value of temporary use in the development of Midjord. Site analysis and theoretical studies has been conducted prior to the experiment (see Project Report p.17 and p.44). The analysis constitutes the foundation for the experiment, while the studied theory supported by relevant case studies provide the method tested in 1:1.

The outcome of the analysis has shown how Midjord is home for a number of well-established functions. However, they all seem quite isolated due to physical barriers, as well as the lack of social interactions between the different users. In addition, the area is poorly connected to the inner city. This indicates a need for an improved infrastructure and a mental transformation, both in relation to cycling and public transportation. It is desired to link Midjord to the rest of the city and

reduce the amount of car traffic.

There are several passionate residents and associations at Midjord, initiating different events and activities. Even though the initiatives are intentioned for everybody, the information does not reach and welcome a wide target group. This shows a missing link between the different social groups, which magnifies the distance between these.

Furthermore, the analysis points out several voids at the project site. These are of different character, but common for them all is the unexploited potential of the space. Through the experiment it is desired to explore the potential of the voids, in order to use these to connect both the programs and people of Midjord.



III. 1 Mapping of Midjord: Programs and the selected locations.

# E X P E R I M E N T

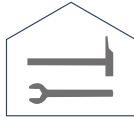
## M O T I V A T I O N

By creating a 1:1 intervention it is sought to gain empirical knowledge with particular reference to trying a method out in practice. Activating a socially marginalised neighborhood is a challenging and complex process. Theory and case studies has shown a great value within temporary use. Therefore the intervention is focused on public participation with a bottom-up approach, using temporary initiatives as a tool to reach and activate the people of Midjord. The knowledge achieved through the experiment, is implemented in the further development strategy of Midjord.

## A I M

The aim of the experiment is to investigate the value of the temporality in order to activate a socially marginalised area. Through a temporary initiative consisting of a physical installation and a site-specific program, the objective is to reach and encourage a diverse composition of residents to participate in the development of their neighbourhood.

Furthermore, the experiment aims to set the frame for interaction across social groups. By focusing the initiative at different locations the experiment desires to unveil unexploited potentials of the selected spots and further to break down both physical and mental barriers.



P H Y S I C A L



S O C I A L



M E N T A L



## M E T H O D

The experiment is a physical intervention that aims to stage the scene for participation and social interaction. As it emerges from the Project Report it takes part in an ongoing municipal development process. The experiment tries out studied theory in practice through a bottom-up approach, with the desire to create the foundation for empowering the people of the neighbourhood. Case studies has shown great profit of combining physical initiatives and participation, which is sought examined throughout the experiment.

The thoughts behind the bottom-up approach is to invite the different actors into every step of the process. When using a bottom-up method the facilitator lets residents and users impact the process. The goal and the way to get there are up for discussion. Everything is not decided beforehand, which create a process with co-determination. Using the bottom-up approach empowers people to find own solutions and urges thereby to take actively part in the process in order to make a change in the neighbourhood. Empowering people increases the motivation to participation and engagement in the project. (Filev, 2008)

The bottom-up approach embraces diversity, but a number of persons planning the process is still necessary. In the experiment we claim this role.

The theoretical studie of the Project Report (p. 44) illuminates how temporary initiatives can be used as tools in city development. The experiment desires to exam the value of the temporary as tool in a bottom-up process trying to empower people.

As mentioned above, the bottom-up method is used to create the platform for participation. User participation can be incorporated in various ways. Experience form the on-going project at Midjord shows challenges in relation to motivating people to attend interviews and workshops. Anyhow, the attendance to social events has been great. The experiment tests alternative methods to the traditional public meeting in order to reach a wider target group. It combines social activities with informal chats about the neighbourhood. This approach meets people in casual settings and allows

self-determined degrees of participation.

The method attempts to build relations across the different groups in the neighbourhood, and thereby break down ignorance. Furthermore, the method aims to prove the point of participating.

In addition, nudging testes throughout the experiment. Nudging can be described as an intervention that creates a behavioural change. It is a way of approaching an inexpedient behaviour, which presumably is caused by a routine or a bad habit. A nudge is an intervention, which in principle should not impact our behaviour, but in reality it does. (Hansen, 2015) The experiment attempts to use nudging to question the use of the project site and to put focus on the setting of green mobility.

Activating a socially marginalised area is a complex and long lasting process. It consists of several variables, which impacts the progress. Many of the parameters in play are of soft character and therefore difficult to measure. The experiment will presumably lead to both visible and invisible results. In order to get a tangible outcome, the experiment is approached scientifically using the hypothetical deductive method. The deductive method deals with, taking something general and making it concrete. It is expected to conclude general statements from studied theory, and by the use of the experiment making it concrete. (Den naturvidenskabelige metode, 2016)

The experiment is evaluated by comparing situations before and during the intervention. Due to the defined project period it is not possible to incorporate the after-situation. By choosing a scientific approach it is expected to get an empirical foundation, which can act guidance for the future development of the area.

Moreover, a daily logbook (see appendix p. 36) is kept in order to document the profit of each part of the experiment. The logbook documents observations and experiences of each day and constitute the foundation of knowledge reflected upon.

## H Y P O T H E S I S

The following hypothesis consists of four equally important statements based on an interpretation of the theoretical studies. Experiment The Blue Cabin is expected to either confirm or deny the statements:

*A temporary initiative can be used as a tool in a development process, acting as catalyst for activities and renewed use of an area.*

*A bottom-up approach can empower people and thereby give rise to increased engagement in a neighbourhood.*

*A social activity that welcomes a diverse target group and takes place in a carefully chosen location can provide the platform for interaction across different social groups, and thereby degrade barriers.*

*Nudging can be used as a tool to inform and encourage people to rethink their behavior in specific situations, which can effect the perspective and the use of an area.*

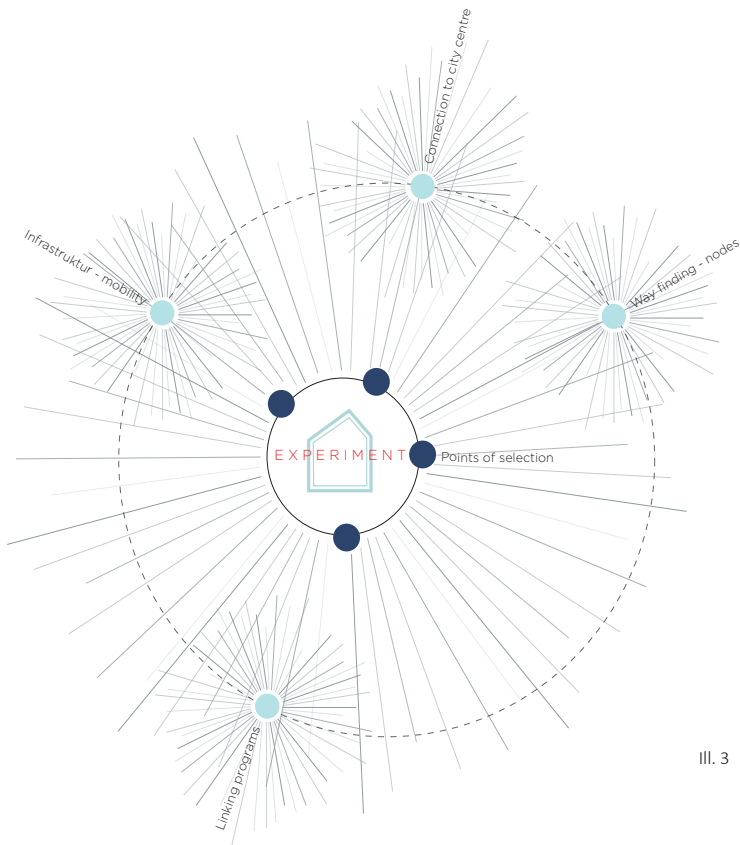
## F R A M E

There are several factors that has an impact on the execution of the intervention. The experiment aims to have as large effect as possible within a low budget. First off all it is important that the materials are easy accessible, cheap, quick in construction and has a high mobile flexibility. It is important that the installation, which frames the different activities, has a high iconic value. This is due to it being able to create a mental connection between different locations, and invite people to enter the different domains.

# C O N C E P T

The experiment situates a physical object, The Blue Cabin representing the build environment, in three carefully chosen spots. The Blue Cabin is supplemented by a program of site-specific activities. Each activity is targeting different social groups, while the location tests the potentials of the different domains in Midjord. In addition, nudging is used to draw attention to the intervention, and to awake some new perspectives on how the area could be used.

## N E W S P O T - N E W D A Y - N E W E V E N T



III. 3



# T H E B L U E C A B I N

The selection of locations is based on the site analysis pointing out unexploited potentials. The points of selection are all spaces that appears as voids or in-between spaces with a lack of identity, maintenance and purpose. Each spot deals with different challenges. Therefore, the installation and the related program is expected to respond differently to each location and thereby generate diversity in the proceeds of the experiment.

The object and the program will together create an intervention at each location. Users of the site will be invited to participate and thereby generate activity and social interaction in relation to the initiative.

At night the object becomes a small landmark that lights up the area. On the walls of the

installation, the positive story of what has happened during the day will be told by writings, and for each day, the narratives become richer. The glowing cabin highlights the potentials of the spot and creates a safe sense of place.

Furthermore the method nudging is added to the experiment. This links the intervention to the local context with focus on the programming and infrastructure of the area. Introducing the method nudging explores the ability to both inform and influence the users of the area.

The aim is to affect the mind-set and enhance the connections in Storhaug. Nudging combined with personal invitations, posters, use of social media and existing local networks creates awareness of the happening.

## L O C A T I O N S



T H E  
P L A T E A U

The plateau is an elevated secluded space, with an intimate sense of place. It is located in relation to the social housing, but does in spite of its private expression not belong to anybody. Today the spot does not have any purpose, but holds a great potential due to the scale of the area and great exposure for sunlight.



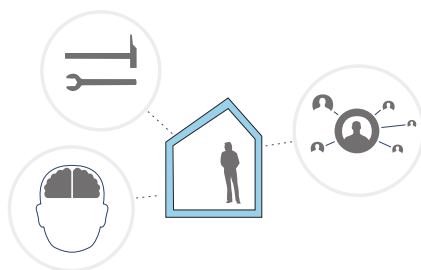
T H E  
Y A R D

The yard is an open space belonging to the social housing. It constitutes the link between Nymansveien and Midjordgata, and is mainly used for transit by many people every day. The yard is characterised by a worn down expression due to old benches, which nobody uses and neglected vegetation.



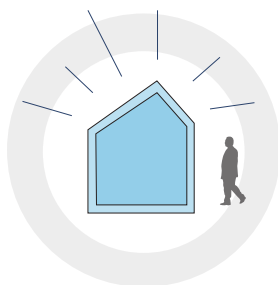
T H E  
C O N S T R U C T I O N  
S I T E

The constructions site is an open gravel field located in relation to the football field, framed by fences. The open expand occurs unplanned and is deserted the most of the time. As the area belongs to the football club Brodd the poor use of the area is of mono-functional character.



## D A Y

The Blue Cabin and site-specific activities creating social interaction and positiv experiences.



## N I G H T

The Blue Cabin lights up Midjord and tells the story of the day.



## N U D G I N G

Nudging in the streets to affect the mind-set and to get inputs.

# P R O G R A M

# T H E   B L U E   C A B I N

TELLING THE GOOD STORY



H E L L O

The little blue cabin will appear at Midjord. It will highlight different potentials of the neighbourhood and try to give new perspectives of the use. The cabin will move every day. There will be social activities for each location with focus on making Midjord a little more colourful, and you are invited!

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We are three master students from Aalborg University. Our interest are within developing liveable cities. We would therefore like to hear your dreams for your neighbourhood. Our vision is to create a safe framework for activities, where you and your neighbours can meet, and together contribute to a positive development of Midjord.

Come and meet your neighbours and us!

Everything is free and everybody is welcome,  
we will be happy to see you!



## CONSTRUCTION DAY

# 01

—  
APRIL  
01/04 - 02/04

Midjord  
The Blue Cabin

In the beginning of April, one place at Midjord is turned into a construction site. Here The Blue Cabin will be build. Feel free to step by during the day. You are more than welcome to help out, if you feel tempted.

We are always ready for a talk or a smile on your way passing by!



## SUNDAY

# 03

—  
APRIL  
11:00 - 17:00

Midjord  
The Blue Cabin

You are invited to a nice day somewhere at Midjord, where kids and grown ups can build and decorate birdhouses. The day ends by mounting the colourful houses in a chosen tree. There will be coffee, lemonade and maybe cake, everything needed to embellish the birdhouses and of course good atmosphere.

Find The Blue Cabin and join neighbours for a day where we put some colours on Midjord!





## M O N D A Y

Somewhere at Midjord you are invited to step by and spread flower seeds. If you feel like staying for a bit, you are more than welcome. There will be coffee, lemonade and we will be ready for a chat about your thoughts and dreams for Midjord. When spring comes, the result of your effort will bloom and embellish the neighbourhood.

Bring your friends, family or neighbours and come find The Blue Cabin!

# 04

—  
APRIL  
14:00 - 18:00

Midjord  
The Blue Cabin



## T U E S D A Y

Somewhere at Midjord you are invited to step by for freshly made waffles and a talk about your dreams for the neighbourhood. There will be coffee, lemonade and waffles. In addition a creative workshop is arranged, where children as well as grown ups can express with their ideas for the future of Midjord.

Let the smell of waffles lead the way to The Blue Cabin, and participate in the development of the future of your neighbourhood!

# 05

—  
APRIL  
16:00 - 20:00

Midjord  
The Blue Cabin

Hint! For location, se picture, follow sound, light and smell!  
Keep yourself updated on Facebook: 'The Blue Cabin - MyStreet Storhaug'

III. 10



## M S C O 4 - U R B

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Aalborg University

Ida Tesaker Belland, Katrine Dam Henriksen & Steffan Vangsted Frandsen

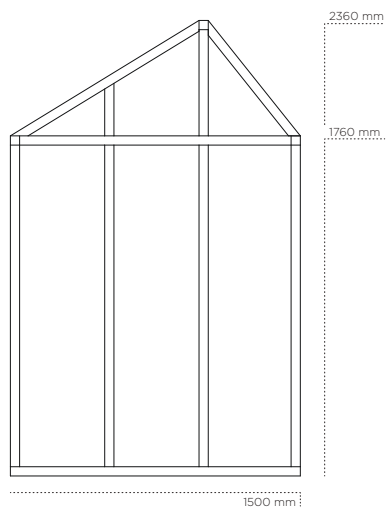
The Blue Cabin is part of our master thesis. It takes part in the existing process of enhancing living conditions at Storhaug by LÉVA Urban Design and with Stavanger municipality as contracting authority.

## R E S U L T



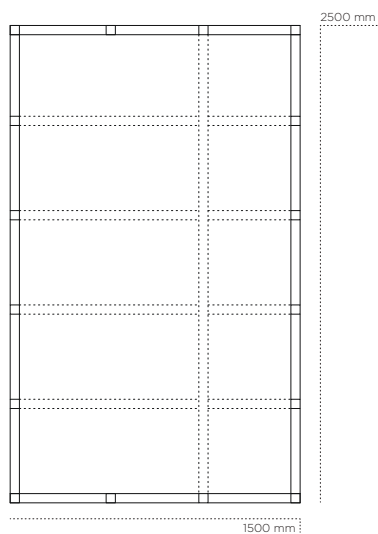
# R E S U L T

## T H E B L U E C A B I N



Section

Ill. 12



Plan

Ill. 13



III, 14

*“I have lived here since I was  
little... It is nice to meet some of  
the other people living here”*

*- Long, 15 years old, 2016*

## S O C I A L G A T H E R I N G

The intention of the program was to stage the frame for social interactions by targeting a diverse composition of people in Midjord. The activities were mainly focused to children hoping that they would bring their parents. Furthermore, the different location should welcome the users related to the certain locations.

The attendance was in general high. Some came by of curiosity for a chat, others actively participate while some just smiled passing by. The experiment managed to reach a representative composition of people, but not all at once. The practical activities showed great potential as point of departure for social interaction, while the different location managed to activate voids or mono-functional areas and thereby taking the first step from barrier to border.





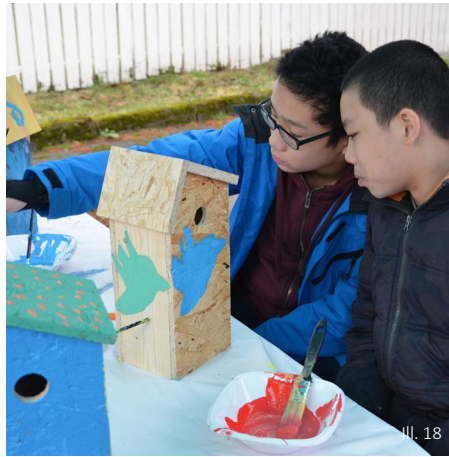
*“It is fun to contribute, and that  
somebody actually want to hear  
our ideas...”*

*- Sinem, 10 years old, 2016*

## E M P O W E R M E N T

The experiment seeks to test if a bottom-up approach can empower people and thereby increase the engagement in the neighbourhood.

Many people attended the activities and expressed willingness to participate. Children had a good time leaving their mark on the neighbourhood, while adults talked about the importance of changes in the area. There is quite a distance from participation to binding engagement, but at this early stage of the process, common activities as making small physical changes turned out to be a good place to start. It was clear that facilitators staging the practical frames are essential to start a bottom-up process aiming to empower people.



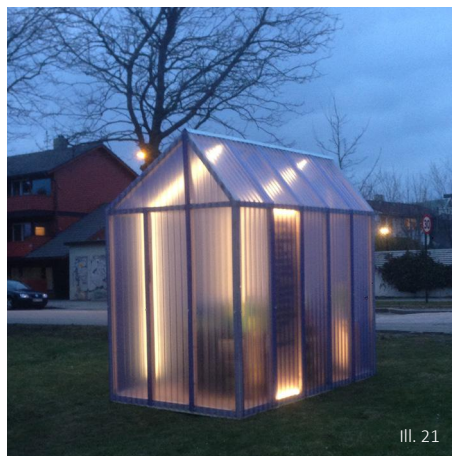
*“Imagine Midjord as a place  
where everybody cared enough  
not to throw their garbage.  
I would love it even more!”*

*- Siri, 61 years old, 2016*

## N A R R A T I V E S

Through the experiment it was desired to create a physical object with a high iconic value and combine this with activities in order to stage the frames for positive experiences at Midjord.

The Blue Cabin representing the build environment made the happenings recognisable, while leaving traces at the previous locations. Due to the use of social media, local network and presence in the area The Blue Cabin soon became a brand related to Midjord. Now that the experiment is over, colourful birdhouses, flowers and good memories still tell the story of The Blue Cabin.



III. 21



III. 22



III. 23

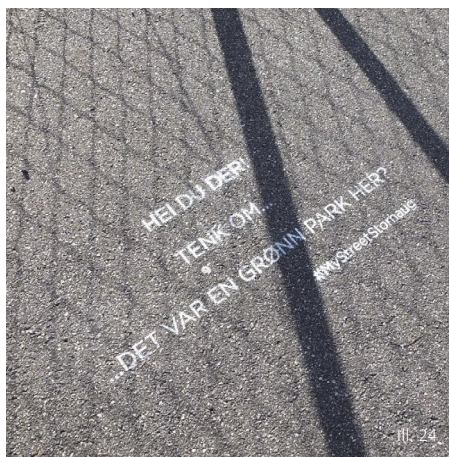


*“It demands a change in the  
Norwegian mentality to make the  
bike the first choice”*

*- Preben, 49 years old, 2016*

## N U D G I N G

Nudging was implemented in order to both inform and investigate, if it was possible to effect the behaviour in the area, concerning the program and the mobility. The nudging was in general received positively. Many people were observed stopping up and reading the tags on the pavement. Due to the short duration of the experiment it was not possible to document if the nudging in fact had an impact on the behavior. Though, all the people talked to through the experiment had noticed the tags and signs, which shows a great potential in nudging as an effectual tool in the process. Furthermore, the message of the tags was experienced as a good icebreaker for conversations.



III. 24



III. 25



III. 26

# C O N C L U S I O N

The experiment has been a both challenging and educational process. Due to the intensity of the process a great amount of data and experiences have been conducted in a short matter of time. The profit of the experiment is in general of positive character. The hypothetical statements are all fully or partly confirmed, which contribute to the understanding of how to manage a participatory development process and further, which tools to use. The experiment shows great potential in the chosen bottom-up approach. Many people attended by joining the activities or by stepping in on their way by.

The potential of the voids dominating Midjord has been explored throughout the experiment. The different location of The Blue Cabin reveals unexploited potentials. Temporary use has shown new perspectives on how the locations could be used. This opens the possibly for people to start inhabit the areas in new ways.

When talking to the people of Midjord all were consistently positive to changes. Most were aware of the on-going municipal project. Especially 'Christmas at Midjord' was highlighted by flattering remarks as a positive initiative, but many were of the understanding that nothing has happened since then. Though both LÉVA and the municipality has been working behind the scene all along. This illustrates the importance of a transparent

process. In order to encourage people to participate, visual results are vital.

The process can be visualised in different manners. It is not possible to constantly keep a high level of activity in the area. Therefore it is beneficial to provide activities leaving a trace to keep the experience fresh in mind. The birdhouses are a great example of this. Children as well as grownups had a good time together making them. Now birds have started moving in.

Moving The Blue Cabin to different locations turned out to be of great value. Letting the intervention inhabit different domains pushed the invisible boundaries of the neighbourhood. Due to the hospitable program the cabin managed to attract different people to visit other domains than usual, and thereby to take a step into new area. This does not only push the physical barriers of the area. It also adds new perspectives to the individual understanding of the neighbourhood.

The nudging drew attention to the experiment. Due to the short time expand it was not possible to register the actual effect of the method. Anyhow, the tags and signs were something that people noticed and had an opinion on. Furthermore, the message of the nudging was experienced as a good point of departure while talking to residents about their thoughts and future dreams for Midjord.

## R E F L E C T I O N

The experiment enters the on-going process in a certain stage. This exact stadium has a critical say in the design and arrangement of the experiment as well as the outcome. A development process can consist of many experiments or interventions, which all contribute to the process in different ways.

The theoretical study of the project mentions how temporary use can profit the development of cities. The experiment shows how temporality can be used as an effective tool in the development of an area. The temporary use stimulates the development of the area, through the ability to generate activity within a short matter of time. This questions the existing use of the area or the lack of the same. Meanwhile new programs and profiles are established.

Temporality allows creativity and playful ideas. It is shown to be an obvious way to test new concepts or programs, let them change the image and attract other uses to settle here.

At Midjord the experiment explored three locations, and by the use of temporality gave new perspectives on how the locations could be used. LÉVA saw great potential in how The Blue Cabin as a neutral object were able to gather people of the different social groups. The concept is considered used further in the process in a season based duration.

The experiment does not leave major visual changes at Midjord. To a person from the outside they might not appear valuable. Though the traces of The Blue Cabin have great value to those whom participated. Flowers and birdhouses embellish the area, but does per se not increase the living conditions. The essential is the experience in relation to the creation of the small changes. The positive memory of participation and social interaction are crucial to the progress for the further development.

All the small traces and the memory attached constitute the platform for the further process

of motivating and engaging the people of Midjord. In order to make full use by the profit it is essential to follow up of more initiatives picking up, where the experiment left of.

By choosing an experimental approach the neighbourhood becomes the laboratory for testing methods and thereby developing new tools fitted the exact use. While the experiment exams the potentials of the space and the methods, the bottom-up approach is used to reach an understanding within the space and the different players.

As mentioned it is important to understand the experiment as one among several initiatives. It tests and illustrates how a bottom-up approach can be used to involve and engage the citizens. City development is a complex composition, which demands a processual advance.

When referring the profit of the experiment to the discussed theory, one might argue that the initiatives acted as a catalyst for new uses of the public spaces at Midjord. The temporary use inhabiting the different voids and domains managed to motivate a diverse target group to participate. Through the experiment different user groups were reached, but they were not represented equally. Though different social groups were gathered at the same location, they were still divided within the area. The process is still in an early stage, and a development like this demands time. It is positive that people participated, and that relations were established. The experiment created some qualitative experiences and for once a positive story to be told about Midjord. By welcoming people to participate in improving the settings of the selected locations the experiment starts the transformation from public space to public domain.





## R E F E R E N C E S

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### Interviews:

Long, 15 years old, (2016). Talk about The Blue Cabin.

Preben, 49 years old, (2016). Talk about The Blue Cabin.

Sinem, 10 years old, (2016). Talk about The Blue Cabin.

Siri, 61 years old, (2016). Talk about The Blue Cabin.

## I L L U S T R A T I O N S

Front page: Own illustrations

Ill. 1- 26: Own illustrations



## A P P E N D I X



## W E D N E S D A Y & T H U R S D A Y

D A Y - Wednesday 30th of March and Thursday 31st of March

- Sunny days
- Preparation: All day

### T H E M E - Preparing

Before the construction of The Blue Cabin and the events could start, different practical arrangements had to be in place. Everything from grocery shopping to promoting the happenings, set up the nudging and buy materials. More analysis was conducted to supplement the analysis done in advance. Furthermore, the group had the opportunity to attend meetings with different actors in the area. Especially a meeting with LÉVA and the municipal department of living conditions and health were interesting. It gave the latest update on the project 'Levekårsløft Storhaug'. Additionally, the time were prioritised to address the local actors, and establishing a stronger network in the area.

### O B S E R V A T I O N

The nudging was in general received positively. Many people were observed stopping up noticing the tags on the pavement. Anyhow, the signs at the bus stops met a bit of resistance. The signs that were put up, were gone the following day. Quickly more signs were produced and put up again and with more success this time. The challenges with the signs shows, that what one might think is of everyone's interest, might not be in real life. This reveals that the city consists of many different actors with different agendas.

The tagging went smoothly and the personal presence at the site gave positive reactions from the people passing by.

### D I V I D E N T

The observations from the first days indicates the value of presence in the area. Doing fieldwork at the site is a great way to start the conversation, and thereby build relations to the residents. A trustful relationship might be the key to future engagement and willingness to participation, which is essential for a successful development process.

It was a great opportunity to participate in meetings with different actors. The meetings gave nuanced understanding of the many different actors and interests a development process like this consists of. Especially a meeting concerning Basen provided a lot of useful observations. Basen has not delivered major results, which lead to considerations concerning the existence of the initiative. The involved parties do not see the same potential in the idea behind Basen. This results in disagreements and the different parties opposing one another.

# F R I D A Y

## D A Y - Friday 1st of April

- Partly cloudy and chilly
- Program: all day

## T H E M E - Counstruction day

The construction of The Blue Cabin was located on the plateau. The plateau is as mentioned earlier characterised by an intimate sense of place, with a great potential within e.g. gardening. During the construction period there were no specifically expected target group. Due to the door-to-door distribution of the invitations it was desired to welcome people to step by. Surprisingly the information had through our network reached 5th grade of a local school, who offered their help for an hour. The kids helped with all from building to planting flowers. Furthermore, they made a large collage with their ideas of what a future Midjord might look like.

## O B S E R V A T I O N

In general, the construction went smoothly, and the event drew attention from people passing by and neighbours hanging out of their windows. This observation was expected beforehand. Surprisingly was the participating of the school class. This shows the great potential of using the exiting local network and the persons already acting in the area. Throughout the day there was time to talk about the area, and both children and adults have an awareness and view on the different social groups living in the area.

## D I V I D E N T

Children was motivated and exited to do assignments and generate ideas. It seemed like they enjoyed the feeling of contributing to make the area an even nicer place to live. The nudging had already reached out to kids in the age of 10 years. It looks like children in a higher degree than grownups, pay attention to the surroundings when going from A to B. The drawing can be summed up as dreams for playground, climbing walls, swimming pool, and especially more colourful houses. Unconsciously they think about place to meet the friends and people.

## C O N F I R M A T I O N

Change use of area	●	●	●	●	●
Social interaction	●	●	●	○	○
Participate in embellishment	●	●	●	○	○
Nudging as awareness	●	●	●	●	○
Expected target group	●	●	○	○	○

# S U N D A Y

## D A Y - Sunday 3th of April

- Cloudy and rain
- Program: 11.00 - 17.00

## T H E M E - Birdhouse

The Blue Cabin invited residents of the local neighbourhood to join in for an embellishment of the plateau. By painting birdhouses or having a cup of coffee the initiative sets an informal frame for a social interaction. The situation was at the same time utilised to gain insight to the different dreams and opinions of the area. The target group was both residents in the social housing and residents of the district. The activity itself is targeted to families with children, and children in general.

## O B S E R V A T I O N

The nudging had already made its familiarity. Interviews confirmed that the plateau, as expected, is a location that most people do not notice or use. Introducing the site to the users opened up the awareness of potentials. The target group were as expected. It was neighbours who heard about the happening from the previous construction day, just passing by, and the ones seeking the event. A positive observation was the people coming without kids, but joined in regardless. The program lasted almost the whole day, which resulted in an even spread in visitors, and thereby time to talk to all of the participants.

## D I V I D E N T

People in all ages seems to appreciate meeting their neighbours around a common project. Residents confirmed the value of having a nice experience in their local area. Especially the children enjoyed taking part in an event that is not directly focused on one hobby, but more flexible and open. The nudging was a comfortable icebreaker to ask about peoples thoughts on the functions in the area.

## C O N F I R M A T I O N

Change use of area	●	●	●	●	●
Social interaction	●	●	●	●	●
Participate in embellishment	●	●	●	●	●
Nudging as awareness	●	●	●	○	○
Expected target group	●	●	●	●	●

# M O N D A Y

## D A Y - Monday 4th of April

- Weather: Cloudy and rain
- Program: 14.00 - 18.00

## T H E M E - Flowers

The Blue Cabin is located at the yard in the centre of the social housing. The yard is an open courtyard like space with a worn down expression. The program of the day invites to spreading flower seeds while passing by. The expected target group is due exposedness the location both people in transit and residents of the social housing. The yard is mainly used for transit, which is why participants are not expected to stay for a long period of time.

## O B S E R V A T I O N

Many people were observed talking about the cabin while passing by. Some kept on walking, while others took their time to stop up, talk and put some colour on Midjord by spreading the flower seeds. Children were easy to reach on their way by. They saw the initiative as something fun and exciting. Many neighbours were curious and came by to see what the initiative was about.

## D I V I D E N T

In the buildings around the yard, most of the rehab apartments are located. This makes the location essential in order to interact with the most vulnerable people in the area. Most people found the choice of location very suitable, and were positive about the embellishment of the yard. Furthermore, the iconic value of The Blue Cabin resulted in a recognisable feature, and people who visited the previous event came by again. There seems to be a widespread agreement among the people visiting the event, that the yard is in for a renewal. At the same time, it is unique architecture, which many associate with the idyllic Ullevål Hageby in Oslo.

## C O N F I R M A T I O N

Change use of area	●	●	●	●	○
Social interaction	●	●	●	●	●
Participate in embellishment	●	●	●	●	○
Nudging as awareness	●	●	●	●	○
Expected target group	●	●	●	●	●



# T U E S D A Y

D A Y - Tuesday 5th of April

- Weather: Cloudy and sun
- Program: 16.00 - 20.00

T H E M E - Relations

The construction site is the last location for The Blue Cabin. The site belongs to the football club Brodd and is therefore mainly used by people of the club. The expression of the area is empty dominated by containers and a surrounding fence. Brodd is the only sports field in all of Storhaug. This means that it is the destination for many people during the week, and not only residents of Midjord. Therefore the event is expected to cover a wider target group within people related to Brodd. The Blue Cabin invites to informal chats, coffee and waffles. During the event the cabin tells the positive stories of the previous days.

O B S E R V A T I O N

Many parents came along with their kids to watch the football practice. It was confirmed that the area is mostly used for football activities, and therefore The Blue Cabin gained a lot of attention from both kids and parents. A positive confirmation, even though the initiative offered refreshments, the intervention also attracted residents who had visited the cabin at previous locations. Both kids and elderly came by, and some of them told that they had never entered the sports fields before this day.

D I V I D E N T

The cabin got inputs from people living in other districts of Storhaug, coming to use the sports fields. The settings was an opportunity to talk about the connection to and from the area, and the extreme amount of car traffic at the site. Meeting people when they are not in a hurry is valuable, and makes it a lot easier to go through several themes when talking about the area. Thereby, it is much easier to achieve a more profitable outcome. More people had notice the nudging. The reception varied from scepticism and agreement, in addition some interpreted the nudging as rebellion.

C O N F I R M A T I O N

Change use of area	●	●	○	○	○
Social interaction	●	●	●	●	●
Participate in embellishment	●	○	○	○	○
Nudging as awareness	●	●	●	●	○
Expected target group	●	●	●	○	○



MASTER THESIS - URBAN DESIGN  
Spring 2016

Department of Architecture, Design & Media Technology  
Aalborg University