



THE CONCEPT

PRODUCTIVE FIELDS

ACTIVATE

CELEBRATE

CONNECT

REGENERATE

RE-SOURCE

REPLICABLE strategies in similar sites!

We invite you to Walk The Track and **re:discover** the potential of the post-industrial site of Bruksstaden, inspired by the mechanisms and intelligence of the industrial heritage and robust proportions of the old city. A reactive and flexible urban typology designed with deep respect for **re:generating** and **re:sourcing** the site, maximizing and amplifying current structures and landscapes and thus not only creating a scalable framework for growth but also for co-existence of people and nature. We see Bruksstaden as a canvas of regeneration that can happen purposefully and gradually, and also a recipe to be shared with other similar sites. With our system of interactive soil regeneration and program activation we invite all stakeholders to plan and grow with us.

AMBITIONS AND PRINCIPLES

1. Connectivity

2. Ecology

3. Re:sourcing

4. Adaptability

5. Liveliness

6. Iconic

The concept is built around the nature of **re:inventing** and **re:programming** the existing land. By identifying the main potential connections and key points we create a canvas for intensifying, connecting and diversifying the now vast industrial site. We believe a mixed city has a wider offering and potential to thrive and develop.

To support a successful development we established a few key comprehensive planning principles and priorities that guide and ensure consistency in the design, across different systematic layers. Establishing clear key principles allows for scalability within the site itself, but also for a wider concept that is **re:licable** on similar sites throughout Sweden and beyond.

1: Connectivity: Connecting east and west, north and south, fostering slow mobility and less car dependency.

2: Ecology: Robust regenerative landscape mosaic for climate adaptation, resilience and ecological wealth.

3: Re:sourcing: Making maximal use of current resources on site, transformation of program overtime and a local closed soil balance.

4: Adaptability: Design for change and disruption, smart phasing and dynamic scalability.

5: Liveliness: Mixed use development, diverse housing offer and program synergies.

6: Iconic: Unique but replicable. Historical and local character as attraction magnets and uniqueness.

0-5 YEARS THE ACTIVATION
Pilot plots and developments are strategically placed in harmony with the contaminated soil and current industrial activity

5-15 YEARS THE REMEDIATION
As the soil remediation takes place, through phytoremediation, more space is being cleaned and useable enabling further development and activation

+15 YEARS ESLÖV WALK THE TRACK
In the long term, most of the soil has been naturally cleaned and all areas are now available for development.

REFLECTION SITE STRATEGY

Existing buildings program and materials inventory

Amenities

Landuse

Bike routes

Public transport

Cars mobility

Soil contamination

Flooding

Ecological infrastructure

We see the design as a mechanism of transformation and **re:purposing**, a recipe if you will, following the project stated key principles. The strategies developed may therefore be well suitable in adjacent areas to Bruksstaden, and also be a catalyst for transformation, adapted to each new development particular conditions. As a territorial strategy we identified key surrounding locations with densification/landuse transformation potential that keep the balance with green and blue spaces and provide programmatic synergies within their context. We also identified and maximized key biking routes connecting major anchor points, as well as key ecological links that strengthen the local ecosystem. Furthermore, we identified potential locations for new anchor amenities and strategic areas for mobility hubs, expanding the network of sustainable mobility and maximized use of space, coupled with public transportation accessibility and walkability to new amenities and developments.

