

Bricks and Blossoms



the paradox *Bricks and Blossoms* draws inspiration from Eslöv's central paradox - a town shaped between factory blocks and castle landscapes. The contrast between colorful cultivated fields marked by medieval brick architecture and the rough industrial buildings in eastern Eslöv creates a distinctive spatial atmosphere. Brick emerges as the common denominator, linking the worlds of nobility and working class. Functionalism and medieval romanticism, intimate enclosed courtyards and expansive open spaces often coexist in unexpected harmony. This proposal is both a reflection on Eslöv's unique urban identity.

Bruksstaden Beyond the attractive qualities of Greater Eslöv's history and landscape, the site itself offers a powerful (re)source of inspiration. The industrial character — introduced by Erik Bülow-Hübe shortly after Eslöv was granted its city rights in 1911 — still defines much of eastern Eslöv. Today, Bruksstaden becomes the first stop after crossing the railway tracks from the city center, as one moves along Östergatan. This threshold condition gives Bruksstaden strategic and symbolic importance: it serves not only as a gateway, but as a place where Eslöv's industrial past can be reinterpreted for a resilient, inclusive future.

re-sourcing *Bricks and Blossoms* aspires to transform this eastern gateway into an urban paradise. The reuse of brick material is central to the construction of new buildings, alongside the preservation of three key historical structures: the old *Shoe Factory* in the south, the old *Slaughterhouse* (Gamla Slakteriet) in the north, and *Johnson's* former *Timber Trade* building. All three are retained and repurposed to house new, community-oriented functions. The scale and form of the site's original industrial architecture are translated into the design of new structures, which accommodate public programs such as education, sports, recreation, and commerce. Existing transport infrastructure - including the freight track along Brukskatan - is preserved to minimize environmental impact. Meanwhile, the rare *Apple Orchard* is carefully integrated into a broader network of green corridors, bringing nature closer to the heart of eastern Eslöv.

masterplan strategies The goal is to shape a hybrid district anchored in both the historical legacy and current potential of Bruksstaden, with a focus on reuse, biodiversity, and spatial equity. To minimize CO₂ emissions during the site's redevelopment, *Bricks and Blossoms* employs the following strategies:

- preservation of existing buildings
- renovation over replacement
- material reuse from demolitions

green and blue All key functions are anchored along the linear Orchard Park, which traverses the site and connects Bruksstaden to its wider surroundings. As the spine of the masterplan, Orchard Park weaves together the existing apple orchard, new housing clusters, the preserved freight track, and public buildings surrounding the Central Square - forming a continuous, walkable, inclusive, and vibrant environment. Running parallel to the green corridor, a water channel threads through the site, creating bodies of water that promote biodiversity and serve as a vital stormwater management strategy. From west to east, Bruksstaden is organized into three distinct blocks, each with its own character - yet all interconnected through a shared green and blue infrastructure.

Western block The Western Block is largely preserved in its current state, with only minimal interventions - primarily the completion of a mobility hub to the north and east. Existing functions such as Carl Engström's High School, the preschool, offices, and the church are considered valuable assets that contribute to the character of a vibrant and active city. The new mobility hub is composed of two buildings that complete the urban front of the Western Block, supporting smoother connectivity while respecting the established fabric.

block Gäddan Block Gäddan forms the civic heart of the development, with the Central Square strategically positioned to attract public life and serve the wider community of Eslöv. A mixed-use program unfolds around the square: housing is placed south and west, complemented by commercial spaces at street level to activate the ground floor. The decision to place a sports facility - including a swimming pool - within Block Gäddan is conscious. This building typology introduces openness into the urban fabric while ensuring a smooth transition to the industrial edge in the north. The facility is envisioned as a municipal destination, drawing visitors from across Eslöv and infusing the eastern side of the city with the vibrant community life it currently lacks.

block Mörten Block Mörten is the main housing development within the proposal. The block structure forms a clear urban front toward the north, south, and west, while maintaining an open, porous character toward the center. A variety of inner courtyards — in diverse shapes and scales — offer spaces for both intimate moments and larger social gatherings, creating a multifaceted environment for residents and visitors alike. The design language draws inspiration from Eslöv's dual identity as an industrial town surrounded by castles. The rounded geometries recall both the medieval forms of noble estates and the curved profiles of factory silos. The scale of the blocks is comparable to the existing housing in Berga (east of Bruksstaden), and slightly enlarged from the traditional urban blocks of western Eslöv. Block Mörten meets the adjacent three-story housing from the 1960s by mirroring its height and massing, while introducing a green filter along Fiskaregatan in the form of a planted tree lane that softens the transition.

north of Bruksstaden *Bricks and Blossoms* meets the industrial area to the north through a carefully filtered edge. The strategic placement of public programs — including sports facilities within Block Gäddan — creates a shared civic ground that serves all residents of Eslöv, forming a smooth transition from south to north, from housing to public use. In Block Mörten, smaller-scale residential buildings face the existing factory façades at a respectful distance of 32 meters. A densely planted tree line acts as a green buffer, filtering air, sound, and views while creating a soft and habitable edge between industry and living.

Östergatan Östergatan is the backbone of Bruksstaden, connecting eastern and western Eslöv. This proposal addresses Östergatan with a strong urban front that functions as both a sound barrier and an attractive mixed-use development. Shops and commercial spaces activate the ground floor, while housing occupies the upper levels — continuing the vibrant, layered character of western Eslöv. This urban edge not only protects the interior of the district but also extends the rhythm of everyday life across the site, reinforcing Eslöv's east-west connection.

Freight Track The *Freight Track* remains as a living trace of the site's history, reminding us — once a week, when a train travels down Bruksgatan — of the traditional modes of goods transportation rooted in the industrial era. The journey these tracks symbolize continues in *Bricks and Blossoms* through a series of new “tracks” that traverse the site. A water channel meanders through the *Orchard Park*, paralleled by a *Wooden Canopy* that invites spontaneous meetings, moments of reflection, and seasonal flea markets. These new paths represent another kind of journey — one that the future inhabitants are invited to explore, whether they live in the district, visit for a tennis match, or return each year to lay eggs in the clean, flowing water. In *Bricks and Blossoms*, there is space for all species to grow.

bioremediation Addressing the contaminated soil is a fundamental prerequisite for the future development of Bruksstaden. Bioremediation is not only an ecological strategy but also a spatial and narrative one. Former industrial grounds can be treated through phytoremediation, using plants such as willow, poplar, and sunflower to extract or stabilize pollutants. These planted zones form temporary landscapes - part nursery, part public space - that gradually evolve

into productive orchards, rain gardens, or civic greens. Bioremediation thus becomes the first act of transformation: a visible process of healing the ground, reconnecting people with nature, and preparing the land for a resilient and inclusive urban future rooted in ecological care.

building reuse Bruksstaden is home to, among others, three historically significant buildings that serve as living reminders of the site's industrial past: the old *Shoe Factory*, the former *Slaughterhouse*, and *Johnson's old Timber Trade*. All three are to be restored and adaptively reused, becoming ambassadors of the current shift in urban design and planning. Their transformation minimizes the environmental impact of the new development while preserving a historical layer that meaningfully connects the site to its past. The former *Slaughterhouse* is reimagined as a facility dedicated to sports and movement — a place for transforming and strengthening the human body, rather than consuming the bodies of animals. The old *Shoe Factory* is proposed to continue its life as a youth center, expanding its role to welcome and support the future residents of the district. *Johnson's old Timber Trade* will house woodworking workshops where local craftsmen can teach, share knowledge, and produce goods that contribute to building a more sustainable and healthy environment.

implementation process Having described the *Bricks and Blossoms* proposal in detail, a final aspect remains: its phased implementation over time. The first step, following the relocation of the recycling facility currently situated in block Gäddan, is the remediation of contaminated soil using bioremediation strategies. Once this crucial phase is complete, the construction of the *Orchard Park* can begin — a process that requires time for the landscape to mature and fully blossom. Simultaneously, development within block Gäddan will commence, as illustrated in the axonometric view (see first page). Key public functions will be established alongside the mobility hub in the western block, anchoring the new district. The final phase will involve the construction of block Mörten, which will accommodate approximately 70% of the 1,000 new homes proposed.

residential vs industrial This proposal creates ideal conditions for the long-term integration of housing to the east of Eslöv, establishing a new urban ecology where industrial functions are embraced as a necessary part of daily life rather than being isolated. Additionally, the *Orchard Park* serves as a green corridor, linking the southeastern part of Östergatan directly to the existing housing development in Berga. The *Orchard Park* is not only a biodiversity-rich landscape that reconnects Bruksstaden with nature, but also an adventurous pathway through the *Central Square* - a space for community gatherings where the vibrant hustle and bustle of the city center resonates.

Bricks and Blossoms This contribution to European 18 illustrates a playful, colorful, and inclusive vision for the future of Eslöv — a metaphorical bridge across space and time, acting as a catalyst for urban continuity, density, and liveliness. It prioritizes pedestrians and cyclists, as well as living organisms and natural systems, all integrated into a sustainable “citysystem” — a model of urban ecology.