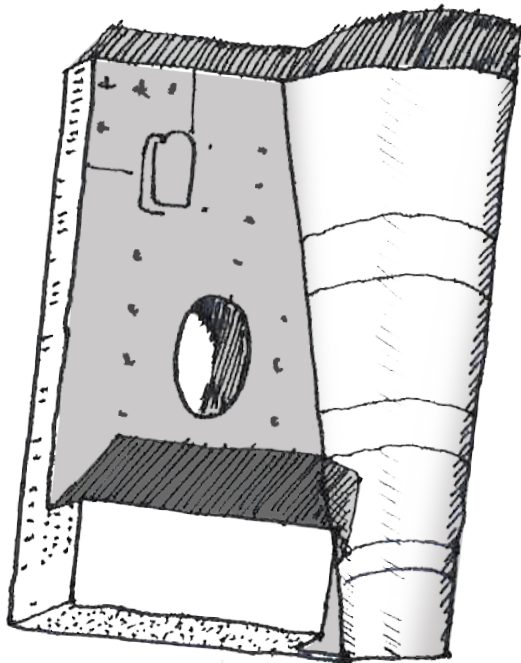


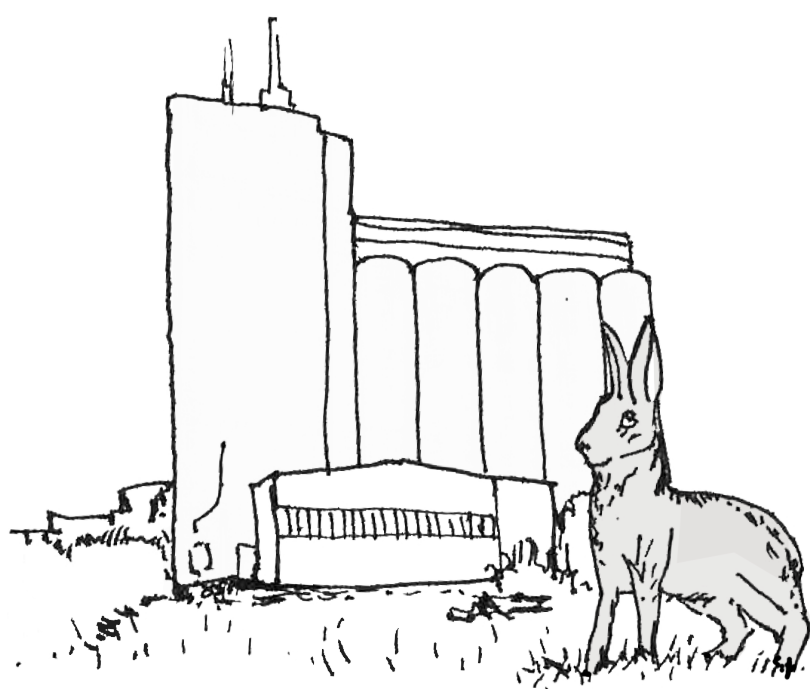
Bricks and Blossoms
materiality, memory, nature



Modernist heritage
form, ideals, tactical qualities



Bodies of water
castles, ecosystems, reflections



Industrial landscapes
functionality, materiality, history



Agricultural landscapes
air, color, nobility

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 Bruksgatan - 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.

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.

Implementation process

The first step is the remediation of contaminated soil using bioremediation strategies. Once this crucial phase is complete, the construction of the *Orchard Park* can begin. Simultaneously, development within block Gäddan will commence. Key public functions will be established alongside the mobility hub in the western block, anchoring the new district. The final phase is the construction of block Mörten, which will accommodate approximately 70% of the 1,000 new homes proposed.