



Danish architectural policy

Putting people first



The Danish
Government
February 2014

DANISH ARCHITECTURAL POLICY PUTTING PEOPLE FIRST

kum.dk



TABLE OF CONTENTS



INTRODUCTION
ARCHITECTURE FOR PEOPLE

SIDE 6



1. **ARCHITECTURE MEETS PEOPLE**
CHILDREN, YOUTH, AND ADULTS

SIDE 14



2. **ARCHITECTURE AND DEMOCRACY**
MUNICIPALITIES AND CITIZEN PARTICIPATION

SIDE 24



3. **ARCHITECTURE AND SUSTAINABILITY**
ENVIRONMENTALLY, SOCIALLY, AND CULTURALLY

SIDE 36



4. **ARCHITECTURE'S CONTRIBUTION**
QUALITY, INNOVATION, AND INTERNATIONAL POTENTIAL

SIDE 50





INTRODUCTION

ARCHITECTURE FOR PEOPLE

Architecture is for people. It sets the framework for our lives and it affects us with its values and ideals. As an artform, architecture is about the spaces, cities and landscapes we move in and with its idea, shape, and materials it gives us an artistic interpretation of what it means to be a human being at a given place and time. At the same time the architecture solves certain basic human needs. Good architecture provides a secure, functional environment for our fulfillment, both as individuals and collectively. The Danish government therefore wishes to give all, especially children and young people, access to experiencing the architecture's creative world and gain insight into how architecture affects us as human beings.

Good architecture also has a potential for increased growth and job creation in Denmark. Together with areas as fashion and design, architecture is one of the creative industries where Denmark has particularly strong and internationally renowned competencies and where increasing international demand creates increased opportunities for revenue and export. Danish architecture is known for focusing on people. Danish design is sought after for its user-friendliness, and buildings and urban spaces for their human scale. Danish cities and landscapes are characterized by providing safe and enjoyable settings, even for those who move on foot or by bicycle.

Danish architecture and design on all scales has helped shape our welfare society into a form that is characterized by humanism. The architecture reflects our democratic and transparent society. It binds us together and gives us an identity, both in local communities and nationally. That is why there is also an international demand for Danish design that focuses on people. In order to harness the potential in the increased international demand, it is im-

portant that the companies in the architectural industry also focus on internationalisation and commercial business development.

The Government's ambition is that Danish architecture continues to evolve and define Denmark both at home and internationally. Good architecture can help ensure the quality of the physical changes that will happen in Denmark in the coming years. The architecture can provide a substantial contribution to our transition into a more sustainable society by providing intelligent solutions that reduce material and energy consumption and promote a sustainable lifestyle. For instance, the coming years' big investments in climate adaptation can be designed so that the buildings of the future not only protect us against heavy rainfall, but also function as recreational facilities.

The architecture can help to ensure a socially coherent Denmark. We are moving closer and closer together in the capital region and other major cities, while several smaller towns and rural areas are experiencing emigration. Here lies an important task for architects, landscape architects, and planners to ensure quality in that evolution, just as architecture can counteract rising ghettoisation by creating an inspiring and sensory environment for the community life. Specifically, the architecture can help ensure that we move physically as human beings and as citizens. This applies to both active transport and the ability to develop an active life, to reflect a diversity of opportunities and accessibility for all to participate. Both the built environment and landscape transformations should encourage diversity, social interaction and movement.

The development of the welfare state creates an ongoing need for adaptation of buildings and new construction projects, including, for

<<

The school Nordstjerne-skolen in Frederikshavn is built as a star with each tip of the star comprising a department for two year-groups. The school was designed by Arkitema and Arkinord. Photo: Kontraframe

In Hammerhavn on Bornholm a new multi-purpose house has been built as a part of the project the Land of Opportunity where Realdania together with four municipalities has tried to find new answers to the challenges of the rural and remote areas. The multi-purpose house is comprised of several smaller buildings creating a small, tightly connected group of buildings. The overall plan and the house was designed by Cubo Arkitekter.
Photo: Martin Schubert



The Library in Copenhagen NV acts as a local meeting place and offers a variety of facilities such as citizens services and creative work shops. The house is shaped as a stack of books lying displaced on top of one another: It was designed by the architecture companies Cobe and Transform.
Photo: Adam Mørk

Sorø Kunstmuseum is situated in a listed building built in 1832. In 2011 an extension was built demonstrating how modern architecture can add to an existing building while respecting history. The extension was designed by Lundgaard & Tranberg Architects.
Photo: Jens M. Lindhe



A closed down sugar factory has been transformed into Assens City Hall. The building worthy of preservation has kept its original industrial characteristics while serving as a modern work place. The conversion was performed by Års-tiderne Arkitekter in cooperation with Gråbrødre Arkitekter.

Photo: Andreas Trier Mørch



M/S Maritime Museum of Denmark is situated underground at the old dry dock from Elsinore Ship Yard. While equipping the museum with new, modern exhibition areas it has been possible to preserve the old dock as a historic industrial monument. The building was designed by BIG.

Photo: Rasmus Hjortshøj



Guldborgs Plads is a new urban space in Copenhagen's Nørrebro neighbourhood acting as an urban square, a public playground and a schoolyard for Guldborg Skole.

The urban space is part of a neighbourhood renewal project with citizen involvement as a focal point. It is financed by the State, Copenhagen Municipality and The Danish Foundation for Culture and Sports Facilities and was designed by Nord Architects.

Photo: Danish Architecture Centre



example the expansion and renovation of hospitals, universities, schools, infrastructure, and other institutions. Here, architects and landscape architects can build on a long tradition of creating valuable solutions. This allows the architectural industry to also contribute to the growth and value creation that is needed to finance the welfare state.

Denmark is facing important decisions concerning the physical environment. When these decisions are made, we need to expand the opportunities for citizens to engage in democratic processes on the future of architecture. Here, the local authorities play a central role. The municipalities set the overall goals and visions for an area's physical development and implement the realization of the visions in a dialogue with the public and with market players.

The Danish government wants to ensure that the public gets an even greater extent of access to knowledge and inspiration about architecture, which enables them to participate in discussions and decisions about the built environment in a qualified way. It is also the the Danish government's aim to have the public

use the participatory processes that allow participation in physical development even more.

The Danish government's architectural policy has been developed in close cooperation between a number of ministries and take-holders, and it launches a number of specific initiatives across different ministerial fields of responsibility. Some of the initiatives focus on strengthening citizens' experience of architecture and their participation in democratic processes. Other initiatives focus on how architecture can promote sustainability in a broad sense - environmentally, socially, and culturally and in terms of diversity and availability, and on how public building can support the development in a qualitative way. Others are focused on education and innovation, on architecture as a growth industry and on the Danish architecture's international potential. Some of the initiatives are brand new, while others build on initiatives already launched and now strengthened and put into new perspective with the Danish government's architectural policy. An inter-ministerial group of officials has been established to ensure follow-up and continuous dialogue with the stakeholders.





In Fælledparken's new tower playground an existing local hall has been transformed giving it a significantly different appearance. The mirrored front of the house is made by polished stainless steel treated with an anti-graffiti coating. The architectural company MLRP has been in charge of the project.
 Photo: Laura Stamer

The Danish landscape is in a state of transformation. The motorways around Herning are placed on large sand embankments rising above the surrounding area. This has made way for a number of recreational lakes shaped geometrically with references to the large curves in the interchanges. The project has been conceived by Vibeke Rønnov Landskab.
 Photo: Barker & Barker





INITIATIVES

Transverse follow-up and annual conference

The architectural policy affects several ministries and public authorities. In order to ensure adequate coordination of the follow-up on the architectural policy, an inter-ministerial group of officials has been established. This group will ensure continued dialogue and involvement of the architectural profession, businesses, developers, the Danish government agencies, research and educational institutions, etc. The group will take a number of actions to ensure continued attention on the architectural policy, including an annual conference. The Ministry of Culture will undertake the chairmanship and secretariat of the inter-ministerial group.

The Architecture Award People at the Centre

The Architecture Award People at the Centre is to be awarded three times to reward good physical environment, which sets the stage optimally for the life that unfolds. The award may cover the entire architectural policy field and is awarded at the annual conference. The Architecture Award will be founded by the Ministry of Culture in collaboration with the organizations in the architectural industry.

The Danish tradition for good housing architecture continues in the 21st century. One example is the co-housing scheme Lange Eng in Albertslund where 54 owner-occupied homes are placed around a large green common area. The Co-housing scheme was designed by Dorte Mandrup Arkitekter.
Photo: Laura Stamer







I. ARCHITECTURE MEETS PEOPLE CHILDREN, YOUTH, AND ADULTS

People experience architecture every day, everywhere. Buildings, landscapes and urban spaces are a natural part of our daily lives and we rarely think about how they affect us and why a building is designed as it is. But the architecture reflects our way of life and reflects our values and conceptions of the good life. Architecture represents the physical framework for how we want the society to be shaped. All buildings, urban spaces, constructions and designs are associated with a story that goes beyond the aesthetic dimension. It is what makes architecture interesting, especially in educational contexts, where it contributes to children's and young people's cultural, historical and democratical formation. Therefore, it is important to convey architecture.

The Danish government's objective is to introduce people to the world of architecture in elementary school as well as in adult life, so that everyone is aware of the architecture's means and the opportunities and thus able to participate in public building projects.

Dissemination of architecture

Today, the dissemination of architecture comes in many forms and shapes and can have several different purposes. This could be criticism, reviews, exhibits, podwalks, competitions on digital platforms, books, debates, films, or television, and it can be about the process behind the construction of a building or the architect's intentions. Through the dissemination of architecture, we can gain a greater understanding of why the physical environment affects us as it does, why it looks the way it does, and expand our experience of the world. The goal is to make the experience of architecture present to the citizens.

New digital opportunities to engage, visualize, and create participation

The advent of digital platforms and applications has changed many people's encounter with architecture. The large variety of virtual platforms currently available can contribute to a wider dissemination of architecture. The new technologies enable a much better support of the experience of the architecture in its context, while providing access to services when and where it fits into people's lives rather than, for example, a museum or a book.

In addition, the digital media makes it possible to convey architecture in a far more animated way, and more people can be involved in discussions, comment on experiences of buildings, or show their pictures of buildings, urban spaces, and urban life. Digital technology also provides citizens with benefits like easier and quicker contact with relevant authorities within the building sector and, as archives are being digitized, faster and easier access to the information from their own homes.

Introduction to the architecture's creative method

Children experience architecture every day. In Denmark we have a tradition of good, functional schools where children's learning and wellbeing are integrated into the architecture. In connection with the new school reform it may be necessary to develop a new physical framework for the schools. The children being the primary users, they can be involved as a resource for the projects, partly to get their views on the physical environment and partly to introduce them to architecture as a creative way of working.

<<

The kindergarten Solhuset in Hørsholm is Denmark's most climate friendly childcare centre. The building is energy producing meaning that when solar panels, solar cells, and the heat pump are included, the kindergarten has a net production of energy. The building was designed by CCO Architects.
Photo: Adam Mørk



Architecture can also be experienced digitally. In the autumn of 2013 two school classes had a unique possibility to experience the Sydney Opera House up close – without traveling to Australia. The students, gathered at Utzon Center in Aalborg and Danish Architecture Centre in Copenhagen, were taught via a live stream from the opera.
Photo: Danish Architecture Centre

In 2013 Danish Architecture Centre launched a competition on the social media Instagram in connection with the exhibition Havnen er din (the harbour is yours). Here, the public was invited to share their own pictures of Copenhagen Harbour.
Photo: Danish Architecture Centre

The listed school Munkegårdsskolen in Gentofte was completed in 1967. Since then the need arose for more flexible surroundings meeting contemporary demands. To reduce the impact on the existing design, the new facilities were uniquely placed underneath the existing schoolyard. Dorte Mandrup Arkitekter were in charge of the extension in 2009.
Photo: Adam Mørk



At Utzon Center in Aalborg children and young people can try working with the basic concepts and the professional processes of the architectural profession. Through this work they develop a creative approach they can use in, for instance, social science classes.
Photo: Utzon Center

Children should experience architecture as a creative way of working. School Services and other dissemination services can give children and young people an opportunity to be introduced to working with architectural processes and to experiment with materials, patterns, structures, spaces and shapes.

The elementary school reform adopted in 2013 by a large majority in the Danish parliament, proposes to bring the school into the community and the community into the school. Here, the work with architecture can play an important role in the children's efforts to learn to sense, detect and assess their physical environment. The House Artist Programme under the auspices of The Danish Agency for Culture can contribute to school visits from architects as part of the tuition.

Architecture as part of the teaching in secondary schools

Architecture today is already part of the curriculum in many secondary school subjects, addressing themes such as urban planning, urbanisation, sustainability, climate change, and the built environment as an identity provider and a regulator of behaviour. In several subjects the students work with reality-based case studies that require practical solutions to current problems in which new teaching materials and processes are involved.

Also in the vocational education, the pupils experience architecture, especially in the 15 courses in the construction field. It is partly about education in classical architecture, including stylistic periods, partly about an initial training in sustainability.

The school Skolen i Ørestad in Copenhagen was designed to comply with current pedagogic ideas. The school is situated in a very condensed area so the architects have taken a novel approach to the design of both inner and outer areas. KHR Architects.

Photo: Kontraframe



INITIATIVES

Training packages on architecture and design for children

Learning materials on architecture will be developed and will be available in the Ministry of Education's portal Ny EMU. The initiative is to ensure that teachers have access to materials and inspiration for teaching about architecture in elementary school, in a way that partly conveys the social and aesthetic significance of architecture for children, partly relates to other learning objectives for schools. In addition, the initiative ensures that children and young people during their study may work with architectural issues and be presented to the architecture's creative processes. The Danish Architecture Centre in collaboration with the Architects Association develops learning materials. The Ministry of Education contributes with academic sparring from the Ministry's learning consultants (former specialists) in order to ensure a strong connection to the Common Objectives and the public school reform. The Ministry of Culture funds the project.

Children and architecture - teaching efforts focusing on movement and health

A toolkit will be developed, that makes teachers in public schools able to involve the local town in their teaching. The effort is based on current research in the field and Danish Architecture Centre's experience with school service about architecture. Besides, the teachers get inspiration through training courses to involve the local towns in their teaching. The goal is for 10 towns in Denmark to use the toolbox in the context of physical education at the middle level, and that a total of 200 teachers attend the training courses / conferences and then teach approximately 5.000 students. The project is based at the Danish Architecture Centre.

Children and architecture - teaching efforts focusing on sustainable cities

An educational effort in 'sustainable cities' for primary schools' 4th to 6th grades will be developed. The activity consists of a 2 hour course for the students and includes a practical workshop. Through the course, pupils learn to act and operate in a sustainable and innovative way and the training programme contributes to educating conscious consumers. The project is an extension of an existing instructional programme on sustainable cities with vocational schools as the primary target audience, and involves the database Bæredygtigebyer.dk. The project is based at the Danish Architecture Centre in collaboration with the Ministry of Culture. The Ministry of Education contributes to the academic collaboration with the Ministry's learning consultants (former specialists) in order to ensure a strong connection to the Common Objectives and the public school reform.

Urban Spaces 3 - international conference on children and architecture

The international conference Urban Spaces 3 focuses on children and architecture. The conference is to be held in September 2014 as part of the investment in Aarhus as European Capital of Culture in 2017. The Aarhus School of Architecture, Børnekulturhus Aarhus and Landsforeningen Børn, Kunst og Billeder organize the conference in cooperation with the Ministry of Culture. The conference is a Nordic and international meeting place for institutions and individuals working with children, young people and architecture in order to gather and share experiences with formal education in architecture for children and adolescents.

Architecture in the secondary education

Educational programmes and materials on architecture, targeting secondary education such as the general high schools and the vocational schools will be developed. The initiative is to ensure that architecture can play a role in interdisciplinary teaching and meet the learning objectives for the relevant subjects in secondary schools. The Danish Architecture Centre in collaboration with the Architectural Association will develop the material.

Summer school of architecture for the construction industry's young students

An interdisciplinary summer school for the construction industry's young students - planners, architects, engineers, builders, etc. will be developed. The purpose is to prepare students to build important bridges between the traditional trade and professional boundaries and that students can learn from and complement each other across educational institutions and work with real-life issues. Relevant themes could be renovation, green transition, urban quality of life, etc. Danish Architecture Centre develops the summer school in collaboration with the Ministry of Culture.

Promotion of architecture on new digital platforms

In future action plans Danish Architecture Centre (DAC) focuses on the development of architecture dissemination on new digital platforms. The initiative aims to bring the promotion of architecture out to new audiences. In the coming years, the Danish government will continue to allocate resources to the partnership with Realdania supporting DAC. The Ministry of Culture and the DAC will work together to make sure that the digital dissemination is broadened. The Ministry of Culture will also re-examine the recommendations in the publication Børn Rum Form from 2010.

>>

Danish Architecture Centre is Denmark's national centre for the development and dissemination of knowledge about architecture, construction, and urban development. The centre hosts many professional and cultural activities as exhibitions, instruction, and guided tours.

Photo: Jakob Galtt





The Summer house in Asserbo is the first house in Denmark produced using the CNC milling technique making it in effect a printed house. The house was designed on a computer and the plans were "printed" on sheets of plywood using a milling machine. The sheets were numbered and subsequently assembled. The house was designed by the architecture company EENTILEEN.
Photo: Nikolaj Callisen Friis/CINARK

MEDIA AND POTENTIAL CHANGES

Technology has changed the way we present and disseminate architecture. With the digital tools the potential to handle very complex projects has increased. Today it is possible to build forms and structures that previously it was only possible to draw. A major achievement in the digital work is that changes can be made continuously as the knowledge and the philosophy develops. At the same time, the possibilities can be visualized in realistic 3D environments.

As the digital modeling and visualization tools are coupled with new, digital media and communication platforms, new opportunities to involve citizens and users in the design process arise. Especially for children and young people who have been familiar with digital media and 3D universes throughout their lives. Social media are well suited to engage in dialogue with citizens of all ages, e.g. in connection with urban renewal projects. The involvement itself can have just as much impact on the processes of change as the physical interventions.





2.

ARCHITECTURE AND DEMOCRACY

MUNICIPALITIES AND CITIZEN PARTICIPATION

The municipalities are very important for the architectural development in Denmark, both as planning and building authority, and as a major public developer. Local authorities provide a range of services, where the physical environment is essential, and they handle the planning processes around the other buildings. Therefore, local authorities have a central role when it comes to both user and citizen involvement. In relation to construction - both public and private - the role of municipalities is becoming increasingly target oriented and facilitative rather than merely being a classical authority role. It is the municipalities, which set the overall goals and visions for an area's physical development and then facilitate the realization of the visions in a dialogue with the public and with the market, ie. private developers and players.

Today, approximately every fourth municipality have formulated their own architectural policies and more are coming. About half of the country's total population live in a municipality that uses an architectural policy actively in the development of the municipality, but many more people could benefit from the architectural policy and city planning becoming more integrated.

The Danish government aims to motivate even more municipalities to incorporate architectural policy themes into their development. It can happen as a qualification of the physical planning and by preparing a comprehensive local architectural policy that provides architectural and landscape architectural direction to the municipality's activities within building and planning.

Architectural policy related to municipal planning

A local architectural policy may have different designs and work with architecture on differ-

ent scales. It need not necessarily be called an architectural policy, but may take the form of a manual or an action plan for quality in cities and landscapes. The scale of the architecture and the physical planning may differ from municipality to municipality. A building can either disappear into the surroundings or stand out, but it cannot escape from the city or the countryside, which form the context the building is part of. The same is true the other way around: As architecture the city and the countryside are nothing without the building blocks in the form of buildings, urban spaces, streets, roads, landscape features, etc.

What matters is that a municipality, by pre-articulating its goals and visions for the architecture of the local area, can create a new and useful instrument in the development of the local physical environment, which can also be an important tool in the dialogue with the citizens, developers, and builders. Also in relation to tourism strategies and marketing of the municipality, an architectural policy is an important tool.

A local architectural policy can be integrated into the municipal planning, for instance through the coming municipal planning strategies that are to be published by the end of 2015. Through the provisions on publicity and debate in the planning law a high degree of public and citizen involvement in the process can be ensured. By having a debate and a political process on the local architecture before the implementation of concrete projects, the debate will be about goals and content rather than about the appearance of specific projects. In addition, it ensures a matching of expectations with the citizens as well as the business life with regards to what areas should be promoted in the upcoming municipal plan.

<<

Using various platforms it is possible to strengthen citizen participation in the development of the local area. In the development of Fredericia C where a temporary green oasis was created at the harbour, Fredericia municipality and Realdania By have developed a dialogue platform where citizens can comment on the project.

Photo: FredericiaC





In 2012 Aarhus City Council adopted an architectural policy after an exhaustive public participation process where citizens, stakeholders in the construction industry, and the business community in Aarhus were invited to participate in various events.
Photo: Aarhus Kommune



Build it up – citizens in the urban development was a national competition and a TV-programme on how temporary use of urban spaces can create new communities, meeting places and squares. Here, a project in the village of Fjellstervang that now has an outdoor community hall – maybe the first of its kind in the world. Build it up was developed as a cooperation between DR (Danish Broadcasting Corporation) and Danish Architecture Centre in a partnership with Realdania, The Danish Foundation for Culture and Sports Facilities, and the Committee for Architecture at the Danish Arts Foundation. Designed by Spektrum Arkitekter.
Photo: Spektrum Arkitekter

Municipal challenges: urbanisation, social imbalance and emigration from rural areas

Architecture policies in the municipalities can help manage some of the physical changes that take place in the country, entailing, for instance, that growth is concentrated in the largest cities, while many other cities and local areas are experiencing slowdowns. In the larger cities, there may be problems with social imbalance and ghettoisation. In this context,

good architecture, for example housing and urban spaces that support communities and urban life, can help to turn the tide. Meanwhile, small towns, rural areas, and villages are under pressure due to a general tendency of depopulation. The negative population growth, a weak private sector, run-down buildings and empty and nonfunctional buildings are examples of the municipal challenges experienced by the rural areas.



As part of the exhibition Urban Play in Køge's Søndre Havn (South Harbour) works of art have been created for various locations in the area emphasizing the mood of the harbour. During the next decades the area will undergo a significant urban development. The gigantic swing, created by Raumlabor, was made from old bulwark wood. Photo: Martin Håkan/CoverGanda.dk



It is therefore essential that the housing stock in rural areas appears attractive and attention is given to empty, dilapidated housings, which spoil the rural amenity. We need more flexible settlement choices, so that the municipalities can make permanent residences available as holiday homes. The Flex Housing Scheme (Flexboligordningen) has given municipalities a new tool in relation to the settlement policy in their rural areas. In areas with landscape or heritage qualities permanent homes are transformed into vacation or recreational homes, but places with no such obvious qualities do not experience immediate interest from outsiders.

In areas characterized by emigration we often find a reasonably intact building heritage compared to areas where urban development has brought great changes. Although the buildings in the emigration-ridden regions may be worn down, they often represent a potential for development if there is an awareness of the conservation values and cultural qualities that exist. A municipal architectural policy can profitably include and address such issues. This applies both to areas that are due for urban renewal and modification, and in areas that are under pressure because of depopulation.

A distinct and well-preserved cultural heritage helps to create identity for people and increases the understanding of how our cities and environments have evolved. Analyses of public attitudes to cultural heritage have shown, that the heritage values in the form of protected buildings, urban and other preservation worthy entities make the area more attractive and appealing.

Civic involvement and democracy early in the process

Municipal and local planning sets the framework for a legal civic involvement in the physical development of local areas. This access to influence has not always been successful, but can be strengthened by getting more people, players, and stakeholders engaged as early as possible. The trend is evolving from participation to involvement, so that relevant knowledge from citizens and stakeholders about for instance history, culture, built heritage, and communities is brought into play at an early stage of the planning process. At the same time, citizen involvement should evolve around the desired effect of the projects, rather than focus on specific design.

Today, citizen involvement usually consists of

a 6-8 week consultation phase following a plan proposal. This means that as a rule the public is not invited to provide input until a specific project is available. In this way the public is only heard in connection with the solution phase rather than in the crucial initial phase in when the assignment is given, and in which the citizens' input is often most fruitful for the architects. Once the solution is drawn, the feedback is often reduced to a question of being for or against rather than being the kind of constructive input into the creative process that early involvement could bring. Therefore, we need to develop the methods of citizen dialogue and inspire to an earlier and more powerful use of the citizens' input.

A pivotal point for neighbourhood renewal in the urban renewal law is the involvement of citizens and other interested parties affected by the decision. The local council is responsible for establishing a binding partnership based on a model that is right for the area and its actors. The participation of citizens ensures that the content of the project is targeted to local needs and wishes. At the same time, the contributing to the involvement helps create a joint ownership of the project. If the citizens participate in laying down the framework for the development of the area, there is a good chance that they will also take better care of it.

Cultural institutions' contribution

The local cultural institutions are important elements in the local urban development. Through a strategic approach in local cultural activities, culture and leisure activities may contribute to the wider urban development. Together architecture and culture can contribute to creating dynamism and strengthening the identity, the adventure value and quality of life in a local area. The local cultural institutions may be motivated to play a role in the local architectural debate and thereby assume responsibility for local public involvement processes by creating activities and events that strengthen local areas' identity and attraction. Other cultural institutions can participate in urban development as a gathering point and facilitator in the public phase.

The state-acknowledged cultural heritage museums with their professional knowledge can assist the municipalities, when the municipal planning involves cultural conservation values

and cultural environments. An attractive cultural environment can be an important competitive factor for a city or a region, a rural area or an emigration-ridden area, and it can help to keep citizens from moving away. In several places, the formal interaction between municipalities and the cultural history museums has therefore developed into a close collaboration between the museum and the local authority. In this way, the cultural and historical interests can be incorporated into the planning at a very early stage and as such offer a real potential for development of the municipalities. In some municipalities there are examples of how the local museum also helps to engage citizens early in the planning phase.





Realdania and the Danish Agency for Culture has created the project Model program for public libraries focusing on the development of the physical spaces of the public libraries. The programme offers inspiration on how to optimise the layout of libraries. Here, an example from Hjørring public library designed by Rosan Bosch and Rune Fjord. Photo: Laura Stamer

Municipal architectural policy can come in many forms. Ringkøbing-Skjern Municipality has produced a catalogue "Sommerhuse på Klitten – inspiration til bevaring og forbedring". The catalogue describes the landscape at Holmsland Klit and gives an understanding of the quality and the connection between buildings and landscape. Photo: Vibeke Rønnow



*Active spaces - renewal, movement
and art in public spaces*

Living spaces with an active urban life have become important for cities when it comes to attracting citizens, shoppers, and tourists. A good and active city life is worthwhile and can be measured on the basis of the house prices in an area. The citizens' experience of an attractive town is, among other things, related to a well-functioning retail sector and inspiring urban spaces that appeal to social activity or movement and create an everyday quality of life for the city's residents. The municipalities are therefore increasingly experiencing that people have desires and requirements for the quality of their local area. Architecture can play an important role in urban development as citizens, architects, and artists work together to clarify the needs, and when citizens participate in the development of the urban or local area. Through subsidies for area renewals as part of publicly funded urban renewal projects and through the Danish Arts Foundation's advice and support for art in public spaces and through the Danish Foundation for Culture and Sport Facilities in relation to play and movement, the State can support local efforts to ensure the quality of the public spaces.

For several years Vejle Municipality has prioritised the layout of new urban spaces in the inner city to create urban life and maintain retail business life in an attractive city centre. Here, Nørretorv lay-outed by Arne Sælen of landskap Design and Teknik & Miljø. Photo: Teknik & Miljø Vejle Kommune

Area renewal

The renewal of streets, squares and parks is an essential element of the publicly funded urban renewal in the form of area renewal. The good city life is not just life in and around the home, but also very much life in the city, the streets, and squares. Typically, the layout of spaces has the goal of making an urban area more beautiful, to bring coherence to more or less incoherent urban environments and to create space for urban life, social life, and various outdoor activities. New urban space is a powerful engine of change processes - both when new districts are to be set up and when areas in the existing city are to be renewed. Every year, a large number of new urban spaces in virtually all types and sizes of cities and urban areas are established. Whereas urban spaces used to be reserved for the dense urban centres and the commercial urban environment, urban spaces now represent a much wider range of cityscape - in the villages, in the suburbs, in the new neighbourhoods by the waterfront, in the social housing areas and in many other districts.



INITIATIVES

Architectural Municipalities - Visibility and knowledge of architecture policies in the municipalities

The advisory role of the Ministry of Culture towards the country's municipalities will be extended to cover the work on architecture policies. The advisory function will be based on the tools that are already designed and provide good examples of (architecture) policies and tools that have already worked - and also highlight the fact that methods and processes may be very different from one municipality to another. The aim will be to inspire and demonstrate the value of having a local architectural policy, maybe even integrated in the municipal plan and to ensure knowledge across municipalities on how a municipal architectural policy can be designed, and how to make it effective. A concept for counseling will be prepared so that it can be applied already in the municipalities' efforts to formulate their next municipal planning strategy to be completed by 2015.

The work is anchored in the Ministry of Culture in collaboration with the Architectural Association, the Danish Town Planning Institute, Danish Architecture Centre, the Ministry of Housing, Urban and Rural Affairs, and the Ministry of the Environment.

New concepts for citizen involvement

The Ministry of Environment, in cooperation with the Ministry of Culture and the Danish Architecture Centre will develop two projects. The projects include the development of innovative concepts and methods for community involvement with the participation of relevant stakeholders, partly through three workshops, partly through a project on citizen activation

and citizens' activities developed in dialogue with three selected municipalities. The projects will conclude with a conference and a publication. The initiative is anchored in the Danish Architecture Centre in collaboration with the Ministry of the Environment and the Ministry of Culture.

Architectural policy as part of the Cultural Planning

In a continued dialogue with the municipalities, architectural policy objectives must be incorporated into the municipal development plans. Through a strategic approach to cultural activities (cultural planning) the cultural and leisure activities can contribute to the wider urban development, so that architecture and culture together can help to enliven and strengthen the identity, the adventure value, and quality of life in a local area. The local cultural institutions can thus be motivated to play a role in the local architecture debate and thereby assume responsibility for local public involvement processes. The initiative is anchored in the Ministry of Culture.

Local architectural policy and green transition - a demonstration catalog

The demonstration catalogue aims to show how the local architectural policies can help to shape tomorrow's society, including the demands for a green transition. The project will also focus on how local architecture policies can support long-term solutions in the municipality.

In addition, citizen days will be held in selected municipalities, so as to create broad social involvement in the development of visions, means and goals for Denmark's long-term development and green transition.

A Generation 2050 project will be launched involving the next generation of Danes in the form of the 15-18 year old citizens in the development of Denmark's future green urban communities. The involvement will take place on the basis of a framework set by the municipalities and the experts. It will be carried out as nationwide workshops in cooperation with educational institutions and DR (Danish Broadcasting Corporation). The project builds on the initiative Denmark 2050. The project is based at the Danish Architecture Centre.

Learning programme on architecture policies

Aarhus School of Architecture is cooperating with Fåborg-Midtfyn municipality to develop an educational programme on architecture policies for politicians, civil servants, and selected external stakeholders. Through the programme, participants will learn about the value of architecture and architectural policy subjects. This will lead to a common position to lean on in the future, when the architectural policy is used actively to make daily decisions in the municipality.

The strategy "Engaging through Architecture"

"Engaging through Architecture" is a strategy at Aarhus School of Architecture, which emphasizes that the students must strive to make a real difference to people through their study projects. With this strategy, the institution aims to ensure that the graduates, through experiment and artistic practice, rethink the architecture and design field for the benefit of society and people's everyday lives - nationally as well as internationally.



In connection with the project Vores Kunst (our art), a cooperation between The Danish Arts Foundation, The Danish Agency for Culture and DR (Danish Broadcasting), Thilo Frank has created the piece EKKO for the town of Hjøllerup. The work articulates the commitment and participation driving the small town. Photo: Studio Thilo Frank

CITIES AND COUNTRYSIDES ARE CHANGING

When more and more Danes choose to live in cities or their suburbs, it influences the physical development in both urban and rural areas. Cities that develop will have dense, multifunctional urban areas that create spaces for both residential, work and city life. In the depopulated areas there will be a need not only for landscape adaptation after demolition, but also very much an architectural concept for the depleted towns and villages. They must be transformed so that they can continue to provide an attractive environment for the community, organisations, and individual development. Here, architecture has an important role to play.

In 2013, the Danish Arts Foundation launched the open competition 'Can we draw a new country' that invited participants to contribute with architectural responses to the problem. The first phase involved 76 teams that submitted their vision as a synopsis for a short film. 5 winning proposals were selected for realisation in a second phase in which the films were produced. The short films were released in December 2013 and can be viewed on www.kunst.dk





3.

ARCHITECTURE AND SUSTAINABILITY ENVIRONMENTALLY, SOCIALLY, AND CULTURALLY

Future architecture must relate to sustainability in both an environmental, social, and cultural sense. Therefore, the architecture must be designed to encourage a more resource-conscious behaviour and should help to create buildings and urban environments with room for people to live, space for urban life, public meeting places, experiences, and aesthetics - and for climate contingency installations to protect against extreme weather conditions. There is also a need to boost growth and increase employment without compromising the environment. This places great demands on how we design our cities and countrysides, ranging from small country communities experiencing emigration to the cities of immigration and urban growth.

Architecture also has implications for social sustainability, because good architecture, in which both homes and cityscapes support communities and urban life, can help to ensure new urban areas against ghettoisation and social imbalances while supporting the development of diverse and spacious areas that are accessible to all - including people with disabilities.

For many cities and rural areas, it is of great value to put heritage on the agenda in connection with their physical development. Cultural heritage represents a development potential, just as cultural heritage can lead to engagement and ownership among citizens. This is especially true for many of the areas that are about to be transformed or renewed. Building on cultural heritage can often be a chance to develop new qualities, including ensuring sustainable solutions.

The Danish government wants Danish architecture to support resource-conscious behaviour and stand for a holistic perspective where

user quality is included as a parameter in sustainable architecture.

Cultural heritage as a springboard for new qualities and sustainable solutions

It is important to include the stories that are embedded in the cities and landscapes in future development, as many areas will be transformed over the next years. In this transformation, the cultural heritage is a valuable resource, because the majority of Danes see the solid heritage as something they appreciate. Therefore, the Danish government has focused on advising and inspiring municipalities in their efforts to ensure existing conservation values and use cultural heritage prospectively as a development potential. This work can be qualified by having a close cooperation with the local cultural history museum.

Renovation and transformation

The existing buildings will be updated both at the functional level and energy wise, and more than half of all construction projects consist of renovation and rebuilding projects. Transformations of old industrial sites are expected to constitute a major part of future architecture projects. It is important that the renovations are carried out with an eye for user needs, including the need for accessibility, cultural heritage conservation values, potentials for architectural boosts, and energy improvements, and therefore the Danish government will develop methods and examples of how this is best achieved in practice.

<<
Rabalderparken in Roskilde is both a technical storm water reservoir and a skate park with an adjacent recreational area. When there is no water in the reservoir, there is room for skateboarders and others who feel like playing in the facility. Rabalderparken was designed by Nordach and GHB Landscape Architects. Photo: Roskilde Kommune



Realdania Byg has developed and built six new single-family houses, the MiniCO2 Houses. They all aim to reduce the CO2 footprint of the buildings – but in different ways. In Upcycle House Lendager Arkitekter have explored how to reduce CO2 footprints by using upcycled recycling materials.
Photo: Jesper Ray/Realdania Byg

Aalborg Municipality has created a strong identity for Aalborg by focusing on the transformation of the city's old industrial installations, rethinking them as icons for the city adapted to new functions. This is the case for, among others, Nordraft, the former power station now transformed into a centre of culture and leisure. The project was designed by Cubo Arkitekter.
Photo: Helene Høyer Mikkelsen



Rural and urban development - two sides of the same coin

The prerequisite for a more balanced development in rural and urban areas is that the rural development is considered in relation to urban development - and vice versa. The rural areas form a hinterland to the city, and together they constitute the various functional areas, which to a great extent are developed as whole entities. Town and country are complementary.

Thus, in the Danish government's view, rural development and urban development are, to some extent, two sides of the same coin. Both are about creating coherence for the people and features available - on a local level between smaller cities and suburban areas, but also at a national level between the various parts of the country. There is a need to coordinate and harmonise the development of different areas in order to achieve the total and full potential and address our challenges most effectively.

Sustainable urban development

The urbanisation, which is taking place in Denmark, can contribute to a more sustainable society. Mixing the various urban functions in the correct proportions in proximity to public transport can help to conserve resources and energy, for example by placing housing, jobs and shopping in a way that promotes cycling, walking, and public transportation. Investments will be made in public transport in the

Renovation is not just about maintaining history but also about transforming and improving buildings so they live up to current needs. In 2013 The Landowners' Investment Foundation (GI) and Realdania awarded the RENOVER prize to rönby.dk and Krydsrum Arkitekter for the renovation of 30 Ryegade in Copenhagen.
Photo: Carsten Ingemann





coming years, just as the major cities invest in urban regeneration. Whereas the cities used to cause a number of environmental problems, in the future, they will be part of the solution. However, architecture is crucial for getting good urban environments that are not only sustainable in environmental terms, but also appealing.

A certification system for sustainable buildings has been established. The focal point is the Danish Green Building Council DK-GBC, which introduces the German-developed (but customized for a Danish context) certification scheme DGNB in Denmark. As an example, The Ministry of the Environment participated in the development of a system for urban spaces.

Life cycle perspective on buildings

The architecture's environmental footprint includes both resource impacts from operation of the buildings, and in the construction and disposal of them. Therefore, it is important to look at the whole project's life cycle in connection with, for instance, determining whether a building should be recycled and energy renovated or demolished and replaced by low-energy buildings. Of course, such decisions often depend on whether the given building is suitable for the desired function. The more flexible the construction, the greater the potential for recycling. In the modernist era the dogma was that form followed function. In the future architectural context, flexibility will be a sought after feature.

Adaptation of architectural value

In the coming years, billions will be invested in construction and infrastructure installations to protect the Danish society against the oncoming climate change. It is important that, in the planning of these investments, it is taken into consideration, that adaptation to climate change can have more than just one function. Thus, city squares and installations can play a role in the delay of rainwater - or rainwater tanks can serve as attractive playgrounds and social meeting places when it's not raining. With the use of the right architecture, climate adaptation projects can also become recreational areas for the locals. The Water Plus initiative from the Ministry of the Environment, Realdania, and the Foundation for Culture and Sport Facilities has already created the first example projects.



The certification programme DGNB analyses a building from three dimensions giving a united picture of its sustainability: environment, economy and the social aspect. Miljøcenter KMC Nordhavn is DGNB-certified and is a zero energy construction with energy initiatives embracing both energy issues, materials, and the social aspect. Designed by CCO Architects.
Photo: Adam Mørk

Social sustainability

With an architecture that supports opportunities for communities and urban life, it is, to a large extent, possible to prevent further urban areas from being exposed to ghettos and social imbalance. Good housing and inspiring and safe spaces on a human scale will attract a broad section of the population. Similarly, skilled interventions in the natural surroundings enhance the opportunities for existing, problematic neighbourhoods to get into a positive development. The Danish government wants, through urban renewal and area renewal funds and through the development of such devel-

opment projects including the public sector, to work for an architecture that strengthens communities and security, and creates diversity, accessibility and social sustainability in our cities and rural areas. Among other things, the architecture can contribute to make better use of empty homes for the benefit of the citizens. The architectural policy must develop and strengthen the humanist tradition, focusing on the community and the social and democratic ideals in the development of cities, houses, and urban areas to create good architecture.



The headquarters of Disabled Peoples Organizations Denmark is described as the most accessible house in the world. The house is in effect a demonstration project for future office buildings and shows how people with various disabilities can be included into work-life and society. The house was designed by Cubo Arkitekter and Force4 Architects.
Photo: Martin Schubert



Green roofs act as a meadow and can absorb 60 to 80 percent of annual precipitation. They absorb, evaporate, and delay the rainwater hereby relieving sewers and sewage water treatment plants, ultimately preventing overflow and flooding of streets. Here the green roof of the Danish National Archives designed by Schønherr A/S.
Photo: ABC Luftfoto

INITIATIVES

A sustainable urban policy, which is social and green

The Danish government continues to focus on a social and green sustainable urban policy. The move from small towns and rural areas and the growing attractiveness of the cities lead to urban growth. This means an increased need to develop cities that are sustainable in an economic, social, and green context.

Strategy for sustainable urbanisation

In 2014, the Minister of the Environment will publish a new strategy for sustainable urban planning, which will focus on how spatial planning can strengthen the opportunities of Danish cities to meet the current challenges of climate change, increasing urbanisation, and lack of resources. The strategy will result in a number of specific collaborations and partnerships across authorities, market research and knowledge institutions, and civil society, each agreeing to cooperate to solve a specific challenge, anchored within at least one of the parties. The Ministry of the Environment has initiated the strategy work.

Strategy for energy renovation

At the beginning of 2014, the Danish government will present a comprehensive strategy for energy renovation of the existing building stock. The strategy aims to ensure that the energy use in existing buildings will be more effective as part of the fulfillment of the overall energy policy objectives for the conversion of the energy supply to renewable energy. The strategy is based on a comprehensive analysis of the building stock in order to ensure that the strategy is targeted toward the most cost-effective interventions, taking into account, among other things, the conservation and development of the architectural values of the buildings. The strategy unifies the initiatives effected by the Danish government to promote the energy renovation of buildings. The strategy contains a broad range of different initiatives addressing the challenges of implementing energy renovations on a general level and within the individual building types. Part of the strategy is the development of professional tools, data and information targeted at the various parties

involved, including architects, to create a background for the most suitable implementation of energy renovation in consideration of, among others, the preservation of the architectonic values in the building stock.

Construction policy strategy

In 2014, the Danish government will publish a building policy strategy to present initiatives to promote sustainability in the building sector. In connection with the construction policy strategy it will be considered how to set up a framework that promotes a holistic approach to sustainability in construction. The work on the construction policy strategy is rooted in the Danish Energy Agency under the Danish Ministry of Climate, Energy and Building.

Denmark 2050

The project "Denmark 2050" will create a national platform for dialogue on how Denmark up until 2050 can meet to the Danish government's goal of becoming free of fossil fuels. Four scenarios for a green transformation of Denmark until 2050 will be developed and debated and disseminated locally, regionally, nationally, and internationally. The project is developed and operated by Danish Architecture Centre in a public-service partnership between the Danish government - through the Ministry of Culture, the Ministry of the Environment, the Ministry of Business and Growth, the Ministry of Climate, Energy and Building - and Realdania and DAC. The partnership also includes nine selected municipalities, Danish companies, the Danish regions and the Landowners' Investment Foundation (Grundejernes Investeringsfond).

Open competition for "Sustainable social housing of the future"

The Architecture competition 'Sustainable social housing of the future' will provide suggestions for the appearance of the social housing of the future in order to meet the more stringent requirements of sustainability. The competition is to support the development of the social housing - especially in terms of sustainability since the sustainability index DGNB is part of the competition. The competition

will find two winners for the two selected plots, respectively Lisbjerg in Aarhus Municipality and Seest in Kolding Municipality, where the housing associations AL2bolig and Lejerbo will construct the buildings. The two social housing projects' standard and shape must meet high requirements of functionality and flexibility. Focus must be on optimization and planning of the physical environment, and how the framework can help to strengthen the community. Also, the projects must involve the latest technological possibilities offered by the market. The entire building must be constructed within the economic and regulatory framework of social housing. The result of the competition must be innovative and the solutions must be reproducible so that they can be used widely in the social housing sector and made available to the public.

Building culture 2015 - dissemination of research projects to municipalities

Under the initiative Building Culture 2015 Realdania and The Danish Agency for Culture have launched 8 research initiatives that are aimed at creating new knowledge on the conservation, use and development of the building heritage. The research focuses on three main themes "Supporting conservation and preservation values", "Recycling and activation of the building culture" and "Sustainability and the building heritage". The results of the 8 research projects will be published and distributed, so they can be of use to the municipalities.

The projects are implemented at the Royal Academy of Fine Arts, Schools of Architecture, Design and Conservation in Copenhagen, Aarhus School of Architecture, and the University of Copenhagen. The reporting and dissemination of the research projects will take place in 2015. Realdania and the Ministry of Culture are behind the initiative Bygningskultur 2015.

Inspiration catalogue for recycling and transformation of the cultural heritage in the municipalities

A catalogue of examples will be published to inspire local authorities in their efforts to recycle and transform existing cultural heritage. The effort is to ensure knowledge sharing and

inspiration to municipalities in the recycling and transformation of urban areas, so that conservation values are preserved in urban renewal projects in the municipalities. The initiative starts in 2014. The initiative is undertaken by the Ministry of Culture in cooperation with the Ministry of Housing, Urban and Rural Affairs, the municipalities involved, the Danish Town Planning Institute, the Danish Architecture Centre and others, the Danish Arts Foundation, for instance. The catalogue is coupled to the Agency for Culture's existing consultancy to municipalities.

Strategic urban design and identity development in small towns

An inspirational catalogue will be developed on the basis of a research project. The project's aim is to find solutions on how to ensure the identity of the smaller towns, when the urban landscape and features change. The project is about the strategic development of two small towns (Hurup and Ørbæk) with the development of innovative design proposals in relation to scattered cityscapes and the testing of new forms of communication. The model will be widely disseminated to the municipalities.

Think Tank 2025 THE TOWN

The urban policy think tank will focus on and promote discussions on how to maintain, develop and strengthen the Danish tradition of focusing on the community in the development of cities. It must do so, in order to ensure a development that supports tomorrow's urban challenges and solutions - which evolves around the city's residents and the community. The think tank has 19 members, who, by the end of 2013, submitted their findings to the Ministry of Housing, Urban and Rural Affairs, who created the think tank.

The future attractiveness of detached neighbourhoods

The Ministry of Housing, Urban and Rural Affairs will launch three projects aimed at renewing the detached neighborhoods of the '60s and '70s. The older single-family housing areas are at risk of being perceived as outdated in the less attractive residential areas, both in the smaller cities' outskirts and in the

larger cities' suburban areas. Detached areas are popular but can be challenged by depopulation in the local area, changing needs, desires for common attractive living and meeting areas, and changing demands for housing. The three projects will include collecting, testing and disseminating knowledge about how to innovate, develop and secure the future of single-family houses and neighbourhoods, develop owner motivating tools and practical solutions, sketches and economic calculations for the renovation and improvement of single-family homes and single family areas and typologise detached areas and identify challenges and potentials.

Tools for assessment of conservation values in existing buildings or areas

The Danish Agency for Culture will prepare an updated manual for the assessment of cultural heritage conservation values. The aim is to make it easier for municipalities to assess their cultural conservation values and manage these in their planning and development. The tools must ensure that potential conservation values are identified, assessed, and communicated so that they are not destroyed, but can be the basis for future development and transformation. The manual will be distributed as part of the Building Culture 2015-initiative.

Cities and buildings worthy of preservation - preservative local plans

The Ministry of the Environment undertakes the development of a new, comprehensive manual for the handling of the city's landmark buildings, spaces, and structures. The advisory effort is based on the fact that landmark buildings, urban spaces and urban structures are regulated in the municipal and local planning pursuant to the Planning Act. The advisory effort must primarily focus on the municipalities, but will also be useful to businesses, interest groups, owners and other citizens. The main aim of the advisory effort is to identify conservation values and potentials in buildings and cities in order both to ensure the preservation of these, and to bring them into a new building and urban development context. The work areas are: buildings and cities, legal aspects, architectural and town-planning

tools, and examples. The advisory effort will be completed with the release of a comprehensive instruction manual in both paper and electronic form as well as the organization of a conference on the topic for local authorities and other relevant professionals in 2014.

Summer school for architects on the future of social housing

In the summer of 2014, the Architects' Association will host a summer school for architects focusing on the future of social housing. The aim of the summer school is among other things to identify new potentials and communities, and to develop ideas. The summer school will conclude with a project that the participants will prepare in groups and which will be assessed the last morning. The course will also provide architects with increased knowledge and understanding of the social housing associations' framework, history and current challenges as well as the basic rules of energy renovation both technically/environmentally, architecturally, socially and economically. The background of the summer school is the fact that public housing is home to around 1 million people and has a tradition of good architecture.

Continued training initiative - raising the quality of building culture management

The Danish Agency for Culture in collaboration with external partners will develop an initiative to find out whether there is a need for and opportunity to develop continued training on the subject of building culture management for caseworkers. The initiative focuses on sharing knowledge and raising the competence level, especially within construction analysis, valuation and recycling and transformation of cultural heritage in the municipalities. The Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation (KADK) implements the project in collaboration with a number of strategic partners.

EXAMPLE PROJECTS

The future of the past - municipal development potential

One or more example projects concerning municipalities that want to ensure existing conservation values and complement or add new values in an area in respect of the existing one will be made available. Current issues could be the handling of preserved buildings, town centres worth preserving, and entities that are to be preserved whilst also meeting today's requirements, preserving the surrounding landscapes in relation to cultural environments. The project will be launched in 2014 and run for three years. Offered by the Ministry of Culture in collaboration with external parties.

Rethinking the public schools' outdoor areas

The Danish Foundation for Culture and Sport Facilities will initiate a campaign together with the Sports Confederation of Denmark and Realdania with an aim to encourage both pupils and locals to do more sports and movement. The campaign, which will be launched in 2014, will result in example projects in which the local primary school and its outdoor areas are rebuilt so that they meet the intentions of the new school reform and become the centre for sport and exercise of the community.

Climate change adaptation and recreational urban life

The Danish Foundation for Culture and Sport Facilities has initiated a project together with Realdania and the Danish Nature Agency. The project Water Plus shows four example projects on how to establish technical rainwater facilities, which also have recreational features. The necessary investments in climate adaptation will be programmed in a way, so that in addition to handling large amounts of rainwater, they may also serve as sites for movement and play for the neighbours. The initiative is inspired by an already implemented project, Rabalderparken, in Roskilde. The new facilities will be constructed in Solrød, Viborg, Gladsaxe, and Frederiksberg.

Rural Flex Housing

The Ministry of Housing, Urban and Rural Affairs will carry out a project of which the overall aim is to contribute to rethinking and thereby upgrading the rural building stock that is in danger of being abandoned. The project will include an identification of the market segments that are expected to have the greatest interest in purchasing or leasing flex houses in rural areas, i.e. second homes that get the status of holiday homes. The project will also develop and outline specific project proposals for new flex houses that will act as three representative cases for the new flex houses in different locations - in the village, along the country road, and secluded, tucked away.

Concurrently, at the Royal Academy for Fine Arts, Schools of Architecture, Design and Conservation (KADK) funding will be given to a training and development programme for the students about the potentials of the flex houses. The programme is geographically placed on Lolland.

Skrumpelev - planning for shrinking villages

The Ministry of Housing, Urban and Rural Affairs will launch a development project on how a municipality closes down a village in practice. The project will strengthen the exchange of experiences and inspiration between municipal officials so that they have increased awareness and familiarity with the tools that are used when a village is to be closed down. Through participants' experiences and external input, the project will identify available tools and methodologies used. The analyses include physical analyses and registration on preservation values, individual buildings, features and stories as well as the town's physical and architectural development.

Business and the multifunctional city

The Ministry of the Environment, the Ministry of Housing, Urban and Rural Affairs, and the Ministry of Culture are responsible for developing an international collection of examples of best practices focusing on the

multifunctional city and business planning. The project is an extension of the Ministry of the Environment's project on the business planning in Denmark. The project will demonstrate and provide good examples of how business can be integrated with the maintenance and development of life in inner-city areas. More companies can be placed in the cities and many companies want a central location in the city centre.

Post-demolition empty lots

The Ministry of Housing, Urban and Rural Affairs will launch a development project that deals with empty lots in small villages and their impact on the village structure and strategic relationship or connection with urban development in general. The project includes analyses and collection of experience from a large number of lots, which have been the subject of demolition and subsequently reused or are intended to be reused together with outline proposals and scenarios for the reuse of vacant lots that have not been completed.

Living in Light - a comprehensive demonstration of energy renovation

The Ministry of Housing, Urban and Rural Affairs will support a demonstration project with the implementation of a comprehensive energy renovation in Copenhagen. The idea is to demonstrate that older properties can be improved to meet all current requirements for housing standards, comfort and energy whilst preserving the building's original qualities. The concept will be developed into a system deliverable and an adaptable concept to fit different buildings of similar architecture throughout Europe and consists of building blocks that can be combined in different ways, minimized and expanded in relation to the individual building and developer's requirements, desires and financial capacity.

New life to nonfunctional public buildings

The Ministry of Housing, Urban and Rural Affairs' project examines the

characteristics of the good examples of new use of empty public buildings. The goal is to find new use for several former city halls, hospitals and courthouses that are hard to sell thereby contributing to the development of small towns. The project includes recommendations for municipalities and regions, the main conclusions, and case studies of good examples of recycling nonfunctional public buildings.

Architecture competition "Bording - from trade to action"

In 2013-2014, the Ministry of Housing, Urban and Rural Affairs, Ikast Brande Municipality and Realdania are collaborating on a project to demonstrate how a small provincial town (Bording in Brande Municipality) can be converted from a trading town to an attractive settlement and holiday town. The project is expected to have a significant demonstration value, as the challenges and the necessary changes that Bording is facing are typical of many of the country's approximately 250 railway towns. The initiative includes an architecture competition that focuses on giving a face-lift to and rethinking the main street of Boarding

city and creating links between the city centre, the city's residential areas, and the activities in the city's periphery.

Support model for change processes in small towns / railway towns

The Ministry of Housing, Urban and Rural Affairs is preparing a project to make a model for managing the change process that is underway in many small towns along the railway, which are developing new centres; at the school, the sports hall or the shop, etc. The project will offer solutions to the handling of these changes by municipalities, while preserving the railway town's traditional qualities. The model will be widely disseminated to the municipalities.

Analysis project on the changing main street

The main streets are under pressure in the country's smaller cities: new business conditions, new trading habits, depopulation, and the ravages of time make it difficult for the city centres and main streets to maintain their previous urban and commercial qualities. An analysis project launched by the Ministry of Housing, Urban and

Rural Affairs is to develop a number of outline proposals / models for the conversion of the main streets, including concrete experiments with urban renewal. The analysis project will be achieved in realistic urban development models, preferably in the form of area renewal projects. The project will also select 2-3 municipalities wishing to cooperate on the implementation of the outlined model projects.

Experiments with area renewal in the Gadehave neighbourhood in Høje Taastrup Municipality

The Ministry of Housing, Urban and Rural Affairs launches an area renewal trial in the Gadehave neighbourhood in Høje Taastrup Municipality, which, in particular, is going to focus on the social sustainability in the area. Thus, the project will create a higher degree of coherence between the urban areas and more security and community in the development of urban spaces. The Gadehave neighbourhood is characterized by social problems and a lack of public spaces and meeting places. The project will focus on creating landmarks, planned urban spaces, and natural meeting places in the public areas.



Langhusene in Hvidovre is a part of the Almen Bolig+ concept developed by KAB. The rent in the housing estate is lower than in traditional council housing because residents manage cleaning and maintenance themselves. Langhusene was designed by ONV Arkitekter.

Photo: Scandi Byg



In recent years widescale construction of new hospitals and modernisation of existing facilities is taking place. In 2011 Bispebjerg Hospital was listed by the Danish Agency for Culture, but the listing has not halted the development of the hospital where 94,000 m² of new buildings will be added during the coming years at a price of almost 3 million DKK. Bispebjerg Hospital was designed by Martin Nyrop in 1913.
Photo: Claus Peuckert

CONSTRUCTION IN THE PUBLIC SECTOR IS CHANGING

Like the rest of the Nordic countries, Denmark has a tradition of allowing architects to put a strong mark on the physical design of our welfare state. Especially the functionalist architecture with a humanistic basis is a hallmark of the welfare state, and both public buildings and social housing represent a large and significant part of our building heritage today. Many of these buildings are now facing major renovation and remodeling needs, and it is important to preserve the many architectural details. The development of the welfare state gives rise to an ongoing need for adaptation of buildings and new construction projects, including for example expansion and remodelling of hospitals, universities, schools, infrastructure, and other institutions.

It is important that the public developers focus on purchasing efficient solutions that contribute to the productivity and in a total cost perspective offer the best possible investment of public funds. Public developers can take the lead in showing that architecture is a good investment that creates value for money. The Danish Building & Property Agency, for example, has used architecture very strategically in their development of new research facilities in order to attract the best brains to our universities.





4.

ARCHITECTURE'S CONTRIBUTION QUALITY, INNOVATION, AND INTERNATIONAL POTENTIAL

The architectural industry contributes to growth and employment in Denmark. In 2011 the gross turnover in the industry was slightly more than 6 billion DKK and it employed 6000 people. The value of architecture for the society is also reflected in a number of other concrete areas, including higher prices for architect-designed homes, increased value of the housing stock in areas that are integrated into an architectural whole, or initiatives on green sustainable solutions. In educational settings, good architecture provides better learning and more attractive and inspiring research environments. In the hospitals the architecture may improve the patient experience, and in public institutions architecture can be an active part of a better level of service to the citizens. The architectural quality also includes aesthetic quality, sustainability, social inclusion and accessibility, and flexibility in the construction.

Sustainable, high quality and people-centred architecture is a central focus of the Danish government, including underlining the potential financial benefits of investing in architectural quality and sustainability in an environmental, economic and social sense. The effort is directed at the public construction and development projects and aims to encourage private developers to a similar practice.

In its growth plan for the creative industries, the the Danish government has launched a number of initiatives to contribute to utilizing Denmark's potential in the creative industries to generate growth and jobs. With the architectural policy, the Danish government wishes to create better conditions for the growth and value creation that lies within the architectural profession.

The architectural profession contributes with holistic advice that is not only aesthetic. At the same time, there is a tendency for many architecture firms to primarily focus on the proposal phase and the design of a building project. There has been less focus on the early stages during which feasibility studies, programming, and frame setting for a task are of great importance to the final solution. Many important decisions are finalised at the early stages of a project, and an earlier involvement of the architects could potentially contribute even more to the value chain.

Danish architecture is highly respected internationally. Danish architects are known for unique and internationally recognised projects and have strong expertises in sustainability, energy saving, green urban development, and welfare. The coming years, these areas are expected to attract growing demand from e.g. the BRIC-Countries and other growth economies. In order for Danish companies to seize the opportunities created by the international demand, the Danish government in the Growth plan for creative business areas · design (The Danish government 2013) has launched a series of initiatives aimed at supporting increased productivity and an internationalisation of the architectural industry and other creative business areas. It is the Danish government's ambition that the architectural policy will create motivation and improved conditions for the growth and value creation in the architectural profession.

The Danish government aims to motivate more Danish architectural firms to work internationally.

<<

In 2013 the concert house Harpa in Reykjavik in Iceland received one of the world's most prestigious architecture prizes, the Mies van de Rohe prize. The prize has never before been awarded to Danish architects. Harpa was designed by Henning Larsen Architects. Photo: Nic Lehoux



The value of architecture to society is reflected in various ways. In 2013 Bolius, Boligejernes Videncenter A/S performed a study showing that the asking price for an architect designed home is 50 percent higher than for an average home.
Photo: Martin Dyrlov



Bolius, Boligejernes Videncenter A/S and The Danish Association of Architectural Firms have created Danske BoligArkitekter; a website where you can find inspiration for reconstruction of houses, see the estimated costs of the projects and learn the nature of the consultancy offered by the architect.
Here a low energy house certified with the Nordic eco-label Svanemærket and designed by Werner Thomas Mathies.
Photo: Adam Mørk



Outside Bramming
Preben Skaarup
Landskab has designed a roundabout constructed as rings in the water. The precise geometrical shape gives an easily recognizable layout of the construction making it clear to road users that they are nearing a roundabout.
Photo: Philips Lys

When motorways are designed and constructed, the Danish Road Directorate considers the architectural aspects as technical and functional aspects. This applies to distinctive visual elements as bridges, noise screens, road equipment and when planting. Here, a wildlife crossing at the new motorway, designed by Bystrup.
Photo: Bystrup Arkitekter



Demonstration of the architecture's value creation

The social significance of architecture has already been studied both qualitatively and quantitatively from different approaches. This has led to important research results and methods, which can form the basis of further qualitative and quantitative studies of the effects of architecture. Therefore, the Danish government is going to launch initiatives that will support the further development of the methods and results, which focus on the total architectural value creation.

Education and Innovation

Danish architecture is characterised by a massive development of ideas; practical and artistic experiments are made, and problems are scientifically studied. The Danish government wishes a more systematic collection and a higher degree of accessibility of this knowledge for the benefit of businesses, educational institutions and government agencies, so that Danish architecture is strengthened through better interaction between research-based knowledge, artistic skills and practical experience.

In the INNO+ process, which is part of the Government's Innovation Strategy, the major challenges of the Danish society are addressed from this particular perspective: that it is in the interaction between knowledge institutions, companies and public authorities that new ideas and solutions are to be found. In the preparation of the INNO+ catalogue a number of societal challenges have been identified. Challenges, however, also hold the potential for innovation and growth. In order to realise these potentials, businesses, knowledge institutions and public authorities must enter into partnerships. In the Agreement of distribution of the research reserve in 2014 for interdisciplinary research initiatives, five focus areas were selected, including Innovatorium for World Class Building Renovation. Therefore, funds will be offered in open competition to a community partnership within this particular field of action.

More specifically, the Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation (KADK), Aarhus School of Architecture, and others are collaborating with the architectural profession on clarifying the possibilities of developing a further

education programme, aiming to provide the participants with specialised knowledge about construction practices.

Public building projects of high quality

Public buildings and facilities have a significant impact on the surroundings. Often, they are visible and striking buildings, that citizens can relate to. This applies to educational institutions, hospitals and cultural institutions or public roads, bridges and railways, which dominate the landscape. It may also be other buildings that are part of people's everyday lives and immediate environment, like schools, kindergartens, and nursing homes. Therefore, it is important that public buildings have high architectural quality, as well as good visual and functional interaction with other buildings, roads, sites and landscapes.

Public developers must keep their focus on cost-effective, efficient solutions that contribute to productivity and on an overall economic level represent the best investment of public funds. More often than not, high quality in public buildings pays off when considering the overall economy of the project, including both development and maintenance costs, and the building's long-term market value. In that context, it is also relevant to assess the building's long-term utility value. When considering the total cost of the building's entire life cycle, it is possible to save resources and get the most effective result of the public buildings.

Architectural quality is important in educational buildings, because architecture can create a space for innovation, creativity, and a good work, research, and learning environment. Therefore, the Danish Building and Property Agency will build on the architectural policy Quality in Danish Research and Education Building from 2010 including developing value descriptions of how buildings can be designed architecturally with a focus on functionality and flexibility while taking into consideration the interactions between students and researchers as well as the interactions between the university and the outside world.

Another example of how architectural quality and holistic thinking pays off is the construction of new buildings, in which physical accessibility has been a focus point from the start. This will result in better-integrated architectural solutions as well as prevent the need

for 'patching up' if a real need to ensure the accessibility of the building should later arise.

The overall economy in public procurement

The Danish government's expenditure amounts to 290 billion DKK every year. The Danish government wishes to spend that money on the promotion of efficiency, innovation, quality development, and sustainability. The Danish government's "Strategy for smart public procurement" from 2013 includes a principle saying that public purchasers must always consider making functional requirements for the assignment. This allows for greater freedom of method to the tenderer having to deal with functional requirements rather than business requirements that carefully defines how a given task to be solved. The strategy also implies that the public sector must consider the total cost of the purchase to ensure low total economic costs in the utility period. This has consequences for investments in construction projects, infrastructure and landscaping,

in which not only the construction price, but also the long-term operating and maintenance costs must be considered.

Hospital building projects

Currently, comprehensive construction projects of new hospitals and renovations of existing facilities are taking place, including 16 hospital projects supported by the Governmental Quality Fund. The scope and synchronicity of the construction projects mean that many consulting and architectural firms are involved and thus gain knowledge of and skills in relation to building new hospitals, and there may be a basis to strengthen and coordinate the collection of experience of hospital construction projects taking place in the industry.

Clearer rules on tendering

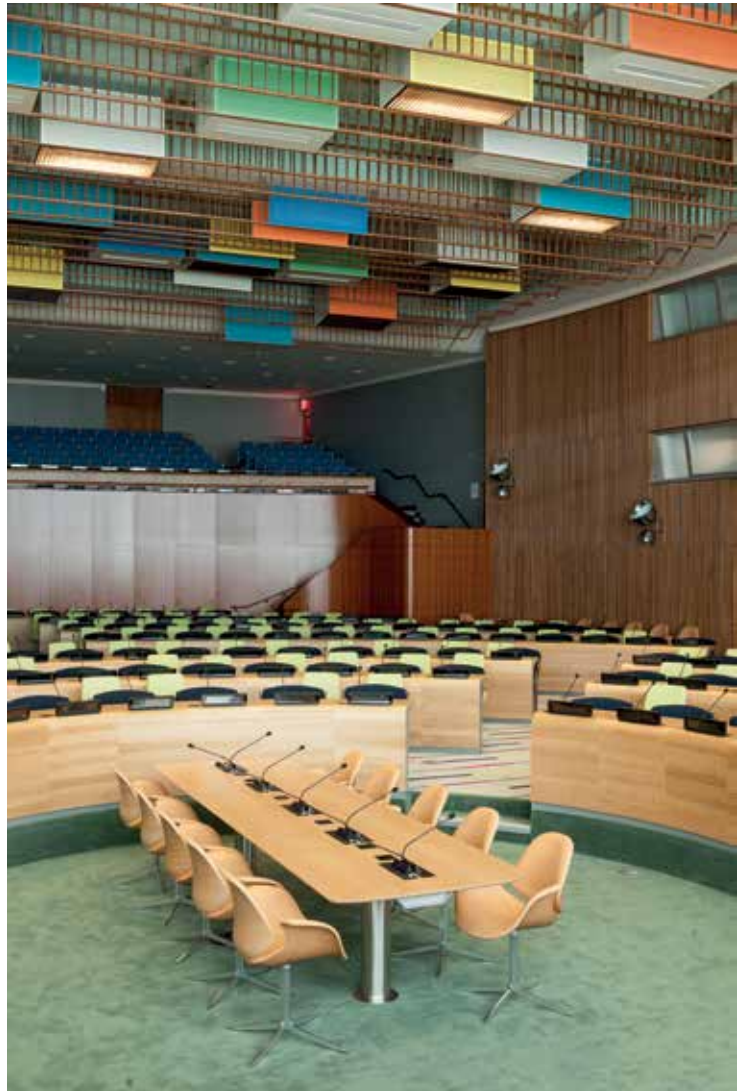
In relation to the tendering of public projects, including the construction sector, the Danish government wishes to introduce regulatory



The international Architecture Biennale in Venice takes place every other year. Arsenale houses the main exhibition using different international curators. In the national pavilions the participating countries show their interpretation of the overall theme of the biennale. Here a view from the Danish pavilion in 2012 showing the exhibition "Possible Greenland".

Photo: Camera Photo Venezia

In 1951 the Danish architect Finn Juhl was assigned with furnishing a meeting room in the UN building in New York. 62 years later the newly restored Trusteeship Council Chamber was re-inaugurated with new, Danish designed furniture by the designers Salto & Sigsgaard.
Photo: Hans Ole Madsen



The Danish Building & Property Agency develops models for how the architectural expression of the universities can enhance research environments focusing on an interdisciplinary approach. The focal point of the development of the campus area at the University of Southern Denmark was flexibility and the interaction between students, researchers and the outside world.
Photo: Bygningsstyrelsen

simplifications for tendering and procurement procedures that make it easier for both developers and consultants, etc. to provide and tender for construction projects, and strengthen the advisory efforts on public procurement, which will be important in relation to the architectural industry.

The industry itself is also focusing on strengthening the consultancy regarding tenders. The players in the construction industry, for instance, have prepared guidelines on topics such as quality as selection criteria and efficient pre-qualification within the framework of Value-added building process (værdibyg.dk), in order to clarify the pre-qualifications. This emphasises the fact that it is not automatically the cheapest project that wins, when developers implement tenders and competitions in which a desire of good quality has been expressed.

Architecture as an innovative growth industry with a focus on new businesses

Innovation in the architectural industry may partly come from the existing architectural firms, partly from a growing layer of new architectural firms, which crystallises from the Danish talent stock. The well-established companies usually focus on the phases of a project, in which proposals are drawn up and designed, and deselect the earlier stages and other services such as feasibility studies, programming and developer advice. Other consultancy companies, like engineering firms, have largely covered this market. There is a need for a closer integration of the various building stages, which is why the Danish government wants to look at the entire value chain of architecture, and increase the visibility of the value added in the individual processes in construction, civil engineering and planning projects.

It is also essential to continue to develop talents within the architectural industry, and that those talents are given the opportunity to have their say and try out tasks and projects. With the architectural policy, the Danish government focuses on the continued development of talent within architecture and launches initiatives that facilitate access to the market for less experienced design studios.

Public building projects have a significant impact on their surroundings and it is important that their quality is high. Copenhagen Centre for Cancer and Health is a free offer to citizens affected by cancer. Nord Architects have designed the building.
Photo: Adam Mørk





Among the export markets for Danish architecture is Norway. Inspiria Science Center in Norway is a popular scientific adventure and learning centre where visitors can play while gaining knowledge on health, energy and the environment through interactive exhibitions and audience workshops. The building won the Iconic Awards in 2013 and was designed by the Danish architect company AART.

Photo: Adam Mørk



Oasen Livsrum is a project for a treatment centre for cancer patients designed by We Architecture. The company is part of Wildcardlisten aiming at drawing attention to young talented architect companies and making it easier to invite newly established companies to take part in smaller assignments and architectural competitions. Wildcardlisten can be viewed at the homepage of Danish Architect's Association.

Photo: VVE Architecture

Export and international marketing

An obvious opportunity for growth in the architectural industry is export. Danish architecture exports are growing, but with an export share of 600 million DKK, equivalent to less than 1 percent of total exports in the creative industries. Furthermore, it is the 10-12 largest Danish architectural firms that compete on the global stage and drive the export growth today. One of the challenges for the Danish architectural firms in achieving their global potential is that the Danish architectural firms are generally quite small, and therefore find it difficult to be continuously present internationally. However, expertise in sustainability, energy saving, green urban development, and welfare, are the strongest assets of Danish architectural firms. Thus, the increasing global climate and energy challenge provides major

international opportunities for Danish architects in the coming years.

Denmark must focus on increasing international recognition of the quality of Danish architecture, and in this context it is essential to stay focused on international activities that have already been started. Export is fundamentally a challenge that the industry must resolve under market conditions, but the Danish government will launch initiatives to increase the awareness and collaboration of Danish architecture and improve opportunities for international cooperation. Among other things, the Danish government will prioritise Danish participation in the Architecture Biennale in Venice and in a Nordic context prioritise the further development of the Nordic Buildt project focusing on sustainable urban development.

INITIATIVES

Demonstrating architecture's value creation – mapping value-creating architecture

The Danish government is allocating funds for an overall project to identify and map the value creation across the concerned architectural policy areas. In collaboration with the Architects Association, Danish architecture firms, educational institutions, Danish Architecture Centre and others, the Danish government wishes to create a number of PhDs or industrial PhDs in order to explore value creation in the construction industry from various angles.

Architectural policy for The Danish Building & Property Agency

The Danish Building & Property Agency will prepare a new and updated architectural policy to support the quality of future construction of and renovation works on the Agency's buildings. The architectural policy will be based on the idea, that economising in construction will be implemented while the architectural quality of the building is developed. The policy will contribute to the promotion of architectural quality of the physical public environment and will build on the

architectural policy Quality in Danish research and educational buildings from 2010. The Danish Building & Property Agency's architectural policy will aim to facilitate the development of models for how the architectural expression can create innovative, creative, and interdisciplinary environments.

Political strategy for construction

The construction industry represents about five per cent of the Danish economy and has a great potential to contribute to achieving the Danish government's goal of creating growth, productivity and jobs in Denmark. Therefore, in 2014, the Danish government will launch a political strategy for construction. The strategy will help create growth, jobs, and productivity in construction and make sure that it does not become unnecessarily costly to build healthy homes, office buildings, etc. of high quality. In addition, the strategy will promote sustainability in the construction industry. The work is anchored in the Danish Energy Agency under the Ministry for Climate, Energy and Building.

Focus on quality and the overall economy in public buildings

The Danish Building & Property Agency has produced a new publication with accompanying guidelines on quality, public-private partnerships (PPP) and the overall economy in public sector construction projects, which includes the architectural quality. Pursuant to the executive order, the Danish Building & Property Agency will communicate their experiences with PPPs and overall economy issues to ensure that the experience in the field is properly gathered.

Advisory efforts on smart procurement

As a follow-up to the Strategy for smart procurement, the Ministry of Business and Growth will launch increased advisory efforts, on, among other things, the advantages of using functional requirements and focus on the overall economy in public procurement. Functional requirements may mean that the contracting entity clearly articulates what end results they want to achieve, but leaves it to the supplier to articulate how the task

is performed. Functional requirements gives companies - including architectural firms - possibility to develop and provide innovative solutions and technologies, because the companies themselves are free to organize their assignments.

New public tender act focusing on more clear, simple and flexible rules

There is a political agreement on the new public procurement directives that are expected to be formally adopted in the beginning of 2014. Therefore, the Danish government has appointed a public tender act committee to come up with proposals for a Danish act on tendering to improve the clarity, simplicity and flexibility, meaning that tenders can be implemented with minimum transaction costs for the contracting entities as well as the suppliers. The goal is to put "good business sense" at the centre of the equation of public procurement, so that resources are spent ensuring the best possible purchase instead of on rule interpretation and administrative work.

The new procurement rules are likely to include regulatory simplifications to make it easier for developers and consultants, etc. to provide and tender for construction projects. The directives contain regulatory simplification, clarification, and new opportunities, e.g. using the method of tendering called competitive dialogue. In addition, the new directives provide new opportunities to apply tender forms that enhance innovation and to include terms of total costs.

The Public Tender Committee must submit its recommendations for a new Public Tender Act mid-2014 with a view to having a legislative proposal in the parliamentary session 2014-2015.

Enhanced advice on procurement

The Ministry of Business and Growth is strengthening the advice on public procurement to ensure clarity and focus on business acumen by preparing instructions on how to use the total cost estimates in the tenders due to be published in 2014. In addition, guidelines for dialogue, consortium friendly tenders and award models will be prepared.

Mapping public funds for art in public spaces

The Danish Arts provides professional advice on art in relation to public building projects, as stated in the so-called Art Warrent. The foundation is launching this mapping project to get an overview of the resources devoted to art through the Art Warrent, and public funds for art in public spaces that regions and municipalities set aside outside of the Art Warrent.

Working group on the accumulation of experience within hospital architecture

The Ministry of Culture will set up a working group with the participation of the Ministry of Health, Danish Regions and organisations of the architectural profession. It will be clarified whether there may be a basis for strengthening and coordinating of the collection of experience within hospital construction projects taking place in the industry.

Advice on the interaction between art and architecture within hospital construction projects

The Danish Art Foundation provides expert advice on art to several hospital construction projects, in which an arts-based approach to the specific construction project is taken. The aim is that art be incorporated from the beginning of the construction project in order to provide opportunities for integrating artworks into the building in an interaction between art and architecture. Art strategies will be published for the future hospital construction DNV Gødstrup, Bispebjerg Hospital and Odense University Hospital in spring 2014 in order to ensure knowledge sharing across the hospital building projects. The Danish Arts Foundation is responsible for both consulting and publishing.

PhD on art in public building projects 2014-2016

Through funding of research in the area, The Danish Arts Foundation wishes to strengthen its position as a knowledge centre for the production of public art. The funding is financed by, among others The Danish Arts Foundation.

Art Strategies in public building projects - interdisciplinary collaborations

The aim is to strengthen the involvement of several disciplines, for example, urban development projects and civil engineering projects. A new initiative on the development of an art strategy for Køge Coast will be published in early 2014. The Danish Arts Foundation has backed the initiative with 300,000 DKK. Odense Municipality allocates 1% for new construction work civil engineering projects, and the Danish Arts Foundation has chosen to support further the realization of two more projects in 2014 in Odense, in which artists will create projects in connection with civil engineering projects. Odense Municipality's Visual Arts council has submitted the applications to the Danish Arts Foundation and the projects have received 600,000 DKK. The Danish Arts Foundation has a dialogue with the Danish Road Directorate concerning upcoming projects, e.g. in connection with highway expansions or bridge construction projects, where there will be opportunity to incorporate an integrated visual arts dimension into the projects.

Further development of the wildcard system - focus on the growth layer and design studios

The Danish government will develop the existing wildcard system further to encourage developers to make room for younger, less established design studios in their various competitive processes. As an addition to the existing model, there will be focus on the wildcard system in connection with young design studios participating in the programme phase and in international visitor's programmes. The effort is aimed at strengthening the growth layer of the architectural industry, from the perspective that a strong growth layer provides a strong industry in the future. The project is rooted in the Architects Association and will be launched in 2014.

Denmark as an international hub for architecture - the Bryghus project as an international beacon for architecture, construction, urban development and design

Realdania is the developer of the Bryghus project that is built by the

Copenhagen waterfront. The building will house the new Danish Architecture Centre as well as businesses and organizations working with architecture, construction, urban development, and design. The vision for the Bryghus project is to create an innovation house, where companies and researchers get together to develop and share knowledge about the future of sustainable, smart cities and buildings; a business hub where professionals and business people interact and find new perspectives as well as a gateway to Denmark for international business people and decision makers who want a glimpse of the Danish model, and an idea of how the Danish competencies can be brought into play in relation to their specific challenges. DAC has, with support from Realdania, and in collaboration with the Agency for Palaces and Cultural Properties, and cultural institutions in and around Slotsholmen, initiated a project to develop this area into a global cultural destination in line with, for example, Museum Insel in Berlin or Museums Quartier Museum in Vienna.

Danish participation in the Architecture Biennale in Venice

The Architecture Biennale in Venice is considered to be one of the main international hubs for architects, professionals and international design, lifestyle and culture media. The biennale also has a major international cultural audience. In recent years, the Danish pavilion has made a strong national contribution, having had the success criteria to be among the top five national contributions, as well as one of the most counted national pavilions. In 2006, the exhibition Co-Evolution won the main prize, the Golden Lion. One of the main objectives of the Danish participation in the Architecture Biennale in Venice is to promote Danish expertise within architecture and the construction industry in the international arena. The success criteria are measured relative to press reports (qualitatively and quantitatively), honorable mentions and number of visitors. The Danish Architecture Centre, the Danish Arts Foundation, the Ministry of Culture and more will be jointly responsible for the exhibit at the Danish pavilion at the Biennale.

The aim is to have a broad group of players in the architectural industry feel represented in Venice.

Nordic Built 2.0

In the Nordic cooperation programme for the innovation and industrial policy 2014 – 2017 Nordic Built 2.0 is one out of five lighthouse projects. Denmark is the coordinator of the project. The idea is to expand on Nordic Built, the lighthouse project in the previous cooperation programme for 2010 – 2013 focusing on energy renovation of buildings. In Nordic Built a "Nordic Built Charter" was developed and winning projects were chosen gaining much attention in countries as China. In Nordic Built 2.0 the focus is particularly on sustainable urban development. The project aims to gather a wide range of competencies within sustainable urban development across the Nordic countries – in areas as architecture, construction, energy, environment, traffic, IT and welfare – to implement concrete, sustainable urban development projects developing new solutions and branding the Nordic countries on the export markets.

Competence development at embassies – an international campaign for Danish architecture

A model of cooperation will be established for the promotion of Danish architecture at embassies and representations around the world. The aim is that the employees at Danish embassies and representations become better prepared to promote Danish architecture and Danish urban solutions. Focus is also on the initiatives and possibilities that the Trade Council provides for Danish companies. The initiative will provide a framework for trade promotions, meetings, or events around the world, as well as market Denmark as a nation with architecture of exquisite quality and high-quality urban life, achieved through innovative and sustainable urban solutions.

Internships for students of architecture at the Danish embassy

KADK collaborates with Danish Ark on setting up internships for students of architecture in Danish embassies.

Red Carpet scheme

The Ministry of Foreign Affairs has launched the Red Carpet scheme, which is a quite simplified procedure for people who need visas to Denmark for business purposes. The initiative will make it easier for architectural firms to cooperate with foreign companies through simpler procedures for the exchange of staff.

The marketing consortium DANISH and the exhibition Contemporary Danish Architecture

The marketing consortium DANISH - Danish Design and Architecture Initiative will conduct press events and delegation tours for foreign journalists and opinion makers who have Danish architecture, design, and fashion as a theme. In collaboration with the Ministry of Foreign Affairs, Danish Architectural Firms, and DAC DANISH has developed and produced Contemporary Danish Architecture, a digital exhibition concept, which shows good examples of Danish architecture and design and can easily be used in marketing campaigns and at the representations.

Sustainable urbanisation in China - the architectural dimension

The Ministry of Housing, Urban and Rural Affairs has established a network in consultation with the Trade Council. It is a network of regions, municipalities, housing organizations, and businesses striving to promote Danish export of goods and services to the rapidly growing Chinese cities. This is done through contacts with Chinese authorities and based on the Danish demonstration projects in municipalities and regions. The network has established an electronic knowledge sharing platform www.dc-cooperation.dk. The network also provides competency development programmes and conferences targeted officials from municipalities and regions. Finally, the members of the network help each other organize incoming and outgoing visits.

Danish architectural policy

Putting people first

2013/14: 13

Enquiries regarding the publication can be addressed to

Ministry of Culture
Nybrogade 2
1203 Copenhagen K
www.kum.dk

Phone: +45 33 92 33 70

E-mail: kum@kum.dk

ISBN

978-87-92985-89-7

Electronic publication

978-87-92985-90-3

Content design

Great Dane Communication

Cover design

e-Types & e-Types Daily

Photo

Build it up – citizens in the urban development was a national competition and a TV-programme on how temporary use of the urban spaces can create new community, meeting places and squares for the benefit of citizens and the development of the city. Shown here is the project New Life in Lemvig, designed by EFFEKT Arkitekter, where the abandoned fishing harbour was transformed into a skate park. Build it up was developed as a cooperation between DR (Danish Broadcasting Corporation) and Danish Architecture Centre in a partnership with Realdania, The Danish Foundation for Culture and Sports Facilities, and the Committee for Architecture at the Danish Arts Foundation.

Photo: Mads Krabbe

Print

Vesterkopi/Mariam Jessen

Web

The publication can be downloaded at
www.kum.dk and www.stm.dk

